

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 29, 1985

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DYNASTY#	28.1	24,140
2	BILL COSBY SHOW	27.6	23,710
3	FAMILY TIES	25.1	21,560
4	SPECIAL MOVIE PRSNT-SUN(S)	24.5	21,050
5	AMAZING STORIES#	22.0	18,900
6	CHEERS	21.9	18,810
7	KNOTS LANDING#	21.8	18,730
8	HOTEL#	21.3	18,300
9	MIAMI VICE	21.1	18,120
10	GOLDEN GIRLS	20.8	17,870
10	60 MINUTES	20.8	17,870
12	ALFRED HITCHCOCK PRESENTS#	20.2	17,350
13	HIGHWAY TO HEAVEN	19.9	17,090
13	NIGHT COURT	19.9	17,090
15	A TEAM	19.6	16,840
16	DALLAS	19.1	16,410

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	22.9	51,460
2	FAMILY TIES	20.0	44,950
3	AMAZING STORIES#	19.5	43,760
4	DYNASTY#	19.0	42,740
5	ALFRED HITCHCOCK PRESENTS#	17.3	38,740
6	MIAMI VICE	15.9	35,710
7	SPECIAL MOVIE PRSNT-SUN(S)	15.8	35,570
8	CHEERS	15.3	34,430
9	GOLDEN GIRLS	14.5	32,570
10	KNOTS LANDING#	14.4	32,250
11	A TEAM	14.2	31,860
12	FACTS OF LIFE	13.9	31,120
13	HIGHWAY TO HEAVEN	13.8	30,870
14	NIGHT COURT	13.7	30,770
15	TWILIGHT ZONE#	13.5	30,350
16	60 MINUTES	13.3	29,910

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DYNASTY#	26.7	23,930
2	BILL COSBY SHOW	24.6	22,010
3	SPECIAL MOVIE PRSNT-SUN(S)	23.1	20,730
4	FAMILY TIES	21.8	19,490
5	KNOTS LANDING#	21.0	18,840
6	HOTEL#	19.5	17,500
7	AMAZING STORIES#	19.1	17,110
8	CHEERS	17.9	16,060
9	GOLDEN GIRLS	17.8	15,980
10	DALLAS	17.8	15,930
11	MIAMI VICE	17.7	15,870
12	HIGHWAY TO HEAVEN	17.2	15,410
13	ALFRED HITCHCOCK PRESENTS#	17.1	15,320
14	NIGHT COURT	16.8	15,080
15	MURDER, SHE WROTE	16.8	15,060
16	NBC MONDAY NIGHT MOVIES	16.5	14,770

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NFL MONDAY NIGHT FOOTBALL	19.4	15,650
2	AMAZING STORIES#	18.0	14,530
3	MIAMI VICE	17.6	14,250
4	60 MINUTES	16.9	13,620
5	BILL COSBY SHOW	16.7	13,510
6	ALFRED HITCHCOCK PRESENTS#	16.3	13,150
7	ABC NFL FTBL SPECIAL-THU(S)	15.4	12,450
8	NBC SUNDAY NIGHT MOVIE	15.3	12,380
9	SPECIAL MOVIE PRSNT-SUN(S)	15.2	12,300
10	DYNASTY#	15.1	12,210
11	NFL FOOTBALL GAME 2-NBC#	14.8	11,960
12	A TEAM	14.4	11,660
13	FAMILY TIES	14.0	11,340
14	SPECIAL MOVIE PRSNT-MON(S)	13.4	10,820
15	TWILIGHT ZONE#	13.4	10,810
16	CBS NFL FOOTBALL GAME 2#	12.8	10,310
17	KNOTS LANDING#	12.5	10,140
18	MURDER, SHE WROTE	12.4	10,010

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 29, 1985

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DYNASTY#	27.9	15,750
2	BILL COSBY SHOW	24.6	13,900
3	AMAZING STORIES#	23.1	13,040
4	FAMILY TIES	22.9	12,950
5	ALFRED HITCHCOCK PRESENTS#	21.6	12,200
6	KNOTS LANDING#	21.0	11,890
7	MIAMI VICE	20.8	11,740
8	CHEERS	18.6	10,520
9	SPECIAL MOVIE PRSNT-SUN(S)	18.1	10,200
10	HOTEL#	17.7	9,990
10	MOONLIGHTING#	17.7	9,990
12	NIGHT COURT	17.5	9,910
13	NBC MONDAY NIGHT MOVIES	17.2	9,710
14	TWILIGHT ZONE#	16.9	9,550
15	FACTS OF LIFE	15.6	8,830
16	KATE & ALLIE#	15.3	8,670

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SPECIAL MOVIE PRSNT-SUN(S)	34.7	9,520
2	DYNASTY#	26.1	7,170
3	MURDER, SHE WROTE	25.8	7,090
4	BILL COSBY SHOW	24.8	6,820
5	HIGHWAY TO HEAVEN	24.8	6,810
6	GOLDEN GIRLS	24.3	6,680
7	DALLAS	24.0	6,580
8	HOTEL#	23.8	6,530
9	60 MINUTES	23.4	6,410
10	KNOTS LANDING#	22.6	6,210
11	SPECIAL MOVIE PRSNT-MON(S)	21.9	6,000
12	BOB HOPE BUYS NBC(S)	21.7	5,970
13	227	20.4	5,600
14	FACTS OF LIFE	19.9	5,460
15	FAMILY TIES	19.5	5,350
16	LOVE BOAT#	18.8	5,160
17	CBS TUESDAY NIGHT MOVIES#	18.5	5,070
18	SCARECROW & MRS. KING	18.4	5,040

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	AMAZING STORIES#	20.4	11,210
2	NFL MONDAY NIGHT FOOTBALL	19.9	10,910
3	MIAMI VICE	19.6	10,760
4	ALFRED HITCHCOCK PRESENTS#	18.7	10,280
5	NBC SUNDAY NIGHT MOVIE	16.6	9,120
6	BILL COSBY SHOW	15.7	8,620
7	DYNASTY#	14.6	8,020
8	TWILIGHT ZONE#	14.6	8,000
9	NFL FOOTBALL GAME 2-NBC#	14.3	7,860
10	ABC NFL FTBL SPECIAL-THU(S)	14.1	7,760
11	FAMILY TIES	13.9	7,650
12	A TEAM	13.8	7,570
13	KNOTS LANDING#	13.0	7,110
14	60 MINUTES	12.5	6,870
15	CHEERS	12.5	6,840
16	CBS NFL FOOTBALL GAME 2#	12.3	6,760

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SPECIAL MOVIE PRSNT-SUN(S)	27.3	5,670
2	60 MINUTES	27.1	5,620
3	SPECIAL MOVIE PRSNT-MON(S)	24.9	5,170
4	MURDER, SHE WROTE	21.3	4,430
5	BOB HOPE BUYS NBC(S)	19.9	4,130
6	GOLDEN GIRLS	18.8	3,910
7	BILL COSBY SHOW	18.7	3,890
8	NFL MONDAY NIGHT FOOTBALL	18.2	3,780
9	DALLAS	18.1	3,760
10	227	17.1	3,540
11	A TEAM	16.9	3,510
12	DYNASTY#	16.9	3,500
13	ABC NFL FTBL SPECIAL-THU(S)	16.4	3,410
14	HIGHWAY TO HEAVEN	15.8	3,280
15	20/20#	15.7	3,250
16	NFL FOOTBALL GAME 2-NBC#	15.4	3,200
17	HOTEL#	15.4	3,190
18	HELL TOWN	14.6	3,040
19	NBC ALL-STAR HOUR(S)	14.5	3,000
20	CBS EVENING NEWS-RATHER	14.4	2,980

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ERRATA NOTICE

Audience estimates for CBS Morning News 2 and As The World Turns, September 23-27, 1985, are incorrectly reported on grid pages A-21 and A-23. Data for these programs are correct in all other tables in this report.

CBS Morning News 2

3,870	
4.5	
3,010	
3.5	
15	
3.4	3.6

As The World Turns

7,040			
8.2			
5,330			
6.2	6.1		6.4
22	21		23
6.1	6.2	6.4	6.4

Audience estimates for Dallas, September 27, 1985, are incorrectly reported on grid page A-11. Data for this program are correct in all other tables in this report.

Dallas

25,080

29.2

20,530

23.9

38

22.0

22.6

35

23.3

23.8

24.0

37

24.2

24.6

24.7

40

24.9

24.5

24.2

39

23.8

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EXPLANATION OF SYMBOLS APPEARING ON DATA PAGES

☐	For definitions of Program Types abbreviations, see page E.
#	Telecast only one week.
(B)	Breakout, see page B and E.
(R)	Repeat, see page B.
(S)	Special or Preempting program, see page C.
(SD)	Short Duration (10 minutes or less) See Other Programs section, page A-38.

<<	Below Minimum Reporting Standards, see page F.
>	For individual days, times and durations, see PAE (ALPHA).
Λ	Relative error 25-49%, see page F.
∇	Relative error 50% or more, see page F.
~	Multi-Segment Telecast, see page D.
(SUS-OP)	Sustainer, see OP pages.

(SUS)	Sustaining program.
(OP)	See Other Programs section: page A-38.
LT	Less than 50,000 projected persons, or below NAC minimum reporting standards. See page F.
(→ OP)	For rem. ratings, see OP pages.
(→ GRID)	For rem. ratings, see GRID pages.
*	Half-hour ratings (for immediately preceding and subject quarter-hours).

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																	
WK # DAY START TIME DUR NET TYPE										WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK- OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)															
																						TOTAL		18- 34		18- 49		25- 54		35- 64		55+		TOTAL		18- 34		18- 49		25- 54		35- 64		55+		TOTAL FEM.		TOTAL 6-11	
EVENING CONT'D																																																	
ABC SPORTS UPDATE-SUN										46 204 199		A		13.8 21 1185		1954 711 373						856 379		567 461		328 246		643 270		448 412		266 174		213 143		242 164													
1 SUN. 9.09P 1 ABC SN										96 93		B		14.2 22 1220																																			
2 SUN. 8.29P 1																																																	
ABC SUNDAY NIGHT MOVIE										1 210		A		16.0 25 1374		1716 752 383						885 384		565 494		344 271		536 210		376 332		271 132		155 100		140 77													
2 SUN. 9.00P 136 ABC FF										99		B		16.0 25 1374		1716 752 383						885 384		565 494		344 271		536 210		376 332		271 132		155 100		140 77													
9.00 - 9.30												A		15.4 23 1323		1823 743 400						883 378		562 488		342 276		557 198		355 314		292 171		168 117		215 136													
9.30 - 10.00												A		16.6 24 1426		1763 762 408						902 405		571 505		349 277		534 190		343 309		286 164		169 119		158 97													
10.00 - 10.30												A		16.4 25 1409		1722 801 386						926 387		587 527		376 285		516 203		363 326		253 125		158 97		122 58													
10.30 - 11.00												A		15.3 24 1314		1639 760 381						882 386		572 503		327 259		517 215		392 343		253 100		149 87		91 50													
11.00 - 11.30												A		16.7 31 1435		1530 635 300						765 335		479 413		291 232		557 259		449 387		269 75		121 69		87 35													
ABC WORLD NEWS TONIGHT										240 202 206		A		10.4 21 893		1540 711 267						782 186		375 348		367 351		562 176		308 276		255 212		64 27		132 100													
M-F 6.30P 30 ABC N										98 99		B		10.4 20 893																																			
ABC WRLD NEWS TONIGHT-SUN										41 158 156		A		6.2 13 533		1587 704 206						800 192		393 323		332 395		662 179		311 219		281 326		99 99		26 LT													
SUN. 6.30P 30 ABC N										82 82		B		7.3 15 627																																			
AIRWOLF										8 199 207		A		10.5 19 902		1876 626 202						693 257		432 368		336 231		647 205		434 416		337 178		249 77		287 196													
SAT. 8.00P 60 CBS A										98 99		B		8.0 17 687								696 277		438 372		316 226		633 197		421 402		337 173		243 81		308 203													
8.00 - 8.30												A		10.0 19 859		1880 624 210						694 244		429 366		354 236		658 210		444 433		340 180		254 72		270 191													
8.30 - 9.00												A		10.9 19 936		1876 629 195																																	
ALFRED HITCHCOCK PRESENTS										1 204		A		20.2 30 1735		2233 793 392						882 467		704 618		353 136		759 346		594 574		364 113		342 161		250 171													
2 SUN. 8.30P 30 NBC SM 99 B 20.2 30 1735 2233 793 392 882 467 704 618 353 136 759 346 594 574 364 113 342 161 250 171																																																	
AMAZING STORIES										1 204		A		22.0 34 1890		2315 819 368						905 469		689 616		357 155		769 338		595 571		375 123		278 163		363 245													
2 SUN. 8.00P 30 NBC GD 99												B		22.0 34 1890		2315 819 368						905 469		689 616		357 155		769 338		595 571		375 123		278 163		363 245													
AMERICAN PORTRAIT										119 200 199		A		13.4 20 1151		1651 766 336						896 298		495 428		407 340		529 184		321 289		269 170		80 29		146 104													
1 TUE. 9.33P 1 CBS DO 97 99												B		14.4 23 1237																																			
1 THU. 8.58P 1																																																	
2 M & TU 8.58P 1																																																	
2 THU. 8.45P 1																																																	
BILL COSBY SHOW										48 209 208		A		27.6 44 2371		2170 832 383						929 347		586 523		419 289		571 241		365 332		248 165		256 133		414 288													
THU. 8.00P 30 NBC CS 99 99												B		23.1 38 1984																																			
BOB HOPE BUYS NBC(S)										204		A		18.2 29 1563		1656 749 249						803 230		372 357		339 383		588 192		292 261		221 265		113 52		152 110													
1 TUE. 9.30P 60 NBC CV 99																						808 242		391 366		343 369		600 206		315 284		228 254		133 66		188 129													
9.30 - 10.00												A		19.2 29 1649		1729 754 258						802 216		355 349		340 399		574 175		263 238		214 276		88 35		111 89													
10.00 - 10.30												A		17.1 28 1469		1575 746 238																																	
CAGNEY & LACEY										39 208		A		13.8 24 1185		1438 764 359						890 293		469 414		400 355		444 123		266 294		240 148		83 32		21 21													
1 MON. 10.00P 60 CBS OP 99												B		15.8 26 1357								888 313		476 409		380 347		457 126		273 296		245 154		98 44		19 19													
10.00 - 10.30												A		13.8 22 1185		1462 754 365						886 272		457 415		417 362		430 122		258 287		233 143		65 20		21 21													
10.30 - 11.00												A		13.8 25 1185		1402 769 350																																	
CBS EVENING NEWS-RATHER										240 207 208		A		11.9 24 1022		1521 704 294						791 162		335 320		359 404		572 111		243 240		290 291		75 29		83 47													
M-F 6.30P 30 CBS N 99 99												B		12.5 24 1074																																			
CBS EVENING NEWS-SUNDAY										1 167		A		7.4 15 636		1483 720 267						764 171		281 245		328 397		684 215		337 255		300 316		27 LT		8 8													
2 SUN. 6.00P 30 CBS N 83												B		7.4 15 636		1483 720 267						764 171		281 245		328 397		684 215		337 255		300 316		27 LT		8 8													
CBS SATURDAY NIGHT MOVIE										7 203 208		A		11.5 20 988		2101 691 312						835 389		635 467		351 160		759 299		574 509		388 141		304 124		203 128													
CONT'D																																																	

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																											
WK #		DAY		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		AVG. AUD. %		AVG. SHARE %		AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.		TOTAL		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
															WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING OF HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																	
HELL TOWN																																	
	WED.	9.00P	60	NBC	GD	2	200	199	A	16.9	26	1452	1594	683 303	834	235	434	413	411	336	534	156	274	256	282	211	120	56^	106	92^			
		9.00 - 9.30							B	16.9	26	1452	1594	683 303	834	235	434	413	411	336	534	156	274	256	282	211	120	56	106	92			
		9.30 - 10.00							A	16.3	25	1400	1604	664 289	807	217	403	393	394	342	547	165	284	264	284	219	129	63^	121	104			
									A	17.6	27	1512	1571	695 312	850	246	457	427	425	327	518	148	265	248	279	201	112	51^	91	76^			
HIGHWAY TO HEAVEN																																	
	WED.	8.00P	60	NBC	GD	2	205	204	A	19.9	33	1709	1806	777 305	901	220	450	441	435	397	518	150	292	264	258	193	93	44^	294	242			
		8.00 - 8.30							B	19.9	33	1709	1806	777 305	901	220	450	441	435	397	518	150	292	264	258	193	93	44	294	242			
		8.30 - 9.00							A	18.9	32	1624	1791	779 296	904	217	440	430	433	408	503	143	278	245	253	195	94	49^	290	238			
									A	21.0	33	1804	1804	770 310	891	222	451	447	429	386	523	153	303	280	262	186	93	40^	297	241			
HILL STREET BLUES																																	
	THU.	10.00P	60	NBC	OP	46	206	210	A	16.6	27	1426	1595	743 412	804	290	517	480	388	241	633	276	444	405	294	151	99	31^	59^	35^			
		10.00 - 10.30							B	15.4	26	1323	1640	753 424	815	295	518	484	392	245	628	274	443	403	290	151	122	37^	75^	45^			
		10.30 - 11.00							A	16.9	27	1452	1539	728 397	786	281	509	474	380	234	632	274	439	408	294	149	81^	27^	40^	24^			
HOLLYWOOD BEAT																																	
	1 SAT.	8.00P	90	ABC	OP	2	200	205	A	11.1	20	953	1879	666 304	826	281	467	434	363	291	688	201	417	417	370	226	110^	16^	255	184			
	2 SAT.	8.00P	60						B	11.1	20	953	1879	666 304	826	281	467	434	363	291	688	201	417	417	370	226	110	16	255	184			
		8.00 - 8.30							A	10.1	19	868	1954	702 297	883	324	500	446	352	306	703	235	434	434	347	218	114^	18^	254	166			
		8.30 - 9.00							A	10.9	19	936	1850	681 311	842	281	457	429	355	309	659	193	381	378	346	229	85^	6^	264	185			
		9.00 - 9.30							A	13.9	25	1194	1783	569 302	710	220^	437	414	385	237	694	166^	443	442	435	219^	137^	27^	242	205^			
HOMETOWN																																	
	1 THU.	10.00P	60	CBS	GD	4	206		A	11.3	20	971	1658	860 364	1020	395	695	582	509	289	423	171^	257^235^	188^149^		86^	60^	129^	116^				
									B	11.9	21	1022																					
		10.00 - 10.30							A	11.5	19	988	1720	857 373	1029	406	707	600	499	282	435	177^	270	245^	198^149^		117^	81^	139^	125^			
		10.30 - 11.00							A	11.1	20	953	1584	862 351	1009	382	681	563	519	296	407	161^	239^225^	178^149^		53^	37^	115^	104^				
HOMETOWN																																	
	2 TUE.	8.00P	60	CBS	GD	1	203		A	7.9	12	679	1664	768 317^	932	313^	514	414	421	366^	385^125^	185^228^	198^147^		208^155^		139^	111^					
		8.00 - 8.30							B	7.9	12	679	1664	768 317	932	313	514	414	421	366	385	125	185	228	198	147	208	155	139	111			
		8.30 - 9.00							A	7.7	12	661	1737	747 278^	917	306^	506	402^	417	364^	384^144^	181^220^	176^148^		301^240^		135^	105^					
									A	8.2	12	704	1561	774 348^	927	312^	510	417	418	362^	371^101^	181^229^	214^142^		121^	74^	142^	113^					
HOTEL																																	
	2 WED.	10.00P	60	ABC	GD	1	210		A	21.3	35	1830	1508	884 354	956	308	545	478	405	357	452	149	262	226	192	175	58^	32^	42^	37^			
		10.00 - 10.30							B	21.3	35	1830	1508	884 354	956	308	545	478	405	357	452	149	262	226	192	175	58	32	42	37			
		10.30 - 11.00							A	21.9	35	1881	1512	867 367	945	314	552	476	396	345	449	153	269	234	195	165	70^	43^	48^	42^			
									A	20.8	35	1787	1492	894 337	959	298	534	474	411	367	455	146^	255	217	189	185	43^	20^	35^	31^			
HOW BUGS BUNNY WON-WEST(S)																																	
	1 FRI.	8.00P	30	CBS	EA		196		A	9.1	17	782	2018	700 406	763	228^	458	491	426	232^	646	218^	404	369	341	190^	89^	39^	520	296^			
HUNTER																																	
	SAT.	10.00P	60	NBC	OP	2	199	200	A	16.1	29	1383	1740	787 292	861	285	509	489	407	299	645	228	400	362	311	214	121	81^	113	99			
		10.00 - 10.30							B	16.1	29	1383	1740	787 292	861	285	509	489	407	299	645	228	400	362	311	214	121	81	113	99			
		10.30 - 11.00							A	16.3	29	1400	1734	768 291	845	283	496	473	387	297	638	222	399	366	311	209	128	87^	123	105			
									A	16.0	29	1374	1730	797 291	867	282	519	502	424	298	650	235	400	354	310	216	111	75^	102	93^			
INSIDERS																																	
	2 WED.	8.00P	60	ABC	A	1	207		A	14.9	24	1280	1686	654 284	746	324	419	366	251	255	571	220	387	326	275	168^	167^108^	202^	128^				
		8.00 - 8.30							B	14.9	24	1280	1686	654 284	746	324	419	366	251	255	571	220	387	326	275	168	167	108	202	128			
		8.30 - 9.00							A	13.4	22	1151	1655	651 263	745	313	398	358	250	266	543	200^	351	296	270	171^	156^101^	211^	125^				
									A	16.3	25	1400	1713	659 301	747	331	435	375	253	247	594	238	416	349	277	168^	179^115^	193	131^				
KATE & ALLIE																																	
	1 MON.	9.00P	30	CBS	CS	38	204		A	16.6	25	1426	1844	824 440	981	370	608	529	421	312	518	184^	358	338	259	145^	207	93^	138^	81^			
									B	17.4	27	1495																					
KNIGHT RIDER																																	
	1 FRI.	8.00P	120	NBC	A	2	197	201	A	14.9	26	1280	2013	735 252	847	320	535	461	354	271	620	211	378	363	268	197	134	69^	412	330			
									B	14.9	26	1280	2013	735 252	847	320	535	461	354	271	620	211	378	363	268	197	134	69	412	330			
CONT'D																																	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE % (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11			
EVENING CONT'D																															
KNIGHT RIDER-CONT'D																															
2 FRI. 8.00P 60																															
8.00 - 8.30																															
8.30 - 9.00																															
9.00 - 9.30																															
9.30 - 10.00																															
KNOTS LANDING																															
2 THU. 10.00P 60 CBS GD 1 207																															
10.00 - 10.30																															
10.30 - 11.00																															
LADY BLUE																															
2 THU. 9.00P 60 ABC OP 1 207																															
9.00 - 9.30																															
9.30 - 10.00																															
LIME STREET																															
1 SAT. 9.30P 90 ABC A 2 207 209																															
2 SAT. 9.00P 60 98 99																															
9.00 - 9.30																															
9.30 - 10.00																															
10.00 - 10.30																															
10.30 - 11.00																															
LOVE BOAT																															
2 SAT. 10.00P 60 ABC CS 1 209																															
10.00 - 10.30																															
10.30 - 11.00																															
ACGYVER																															
2 SUN. 8.00P 60 ABC A 1 208																															
8.00 - 8.30																															
8.30 - 9.00																															
MAGNUM, P.I.																															
1 THU. 8.00P 60 CBS PD 46 205 208																															
2 THU. 8.00P 120 99 99																															
8.00 - 8.30																															
8.30 - 9.00																															
9.00 - 9.30																															
9.30 - 10.00																															
MIAMI VICE																															
1 FRI. 10.00P 60 NBC OP 43 199 207																															
2 FRI. 9.00P 120 98 99																															
9.00 - 9.30																															
9.30 - 10.00																															
10.00 - 10.30																															
10.30 - 11.00																															
MR. BELVEDERE																															
2 FRI. 8.30P 30 ABC CS 1 204																															
MOONLIGHTING																															
CONT'D 1 207																															

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PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11										
EVENING CONT'D																																				
MOONLIGHTING-CONT'D																																				
2	TUE.	9.00P	60	ABC	PD		99	B	17.6	27	1512	1790	812 415	933 387	661 558	415 228			597 258	434 416	279 104	150 63	110 71													
		9.00 - 9.30						A	17.6	26	1512	1762	801 408	924 372	642 545	420 238			570 255	403 379	254 109	143 60	125 86													
		9.30 - 10.00						A	17.7	27	1520	1799	818 420	934 398	675 565	408 216			613 259	459 448	300 95	155 65	97 55													
MURDER, SHE WROTE																																				
1	SUN.	8.17P	60	CBS	SM	40	160 208	A	18.7	28	1606	1727	829 354	938 206	430 397	454 441			624 142	297 285	342 277	90 35	75 60													
2	SUN.	8.00P	60			88	99	B	18.3	29	1572																									
		8.00 - 8.30						A	19.6	31	1684	1694	830 344	932 179	396 385	459 471			616 123	267 259	349 301	80 21	66 54													
		8.30 - 9.00						A	19.5	29	1675	1736	826 350	939 210	432 399	450 441			618 146	305 286	341 268	93 37	86 69													
		9.00 - 9.30						A	13.8	20	1185	1749	820 404	936 268	529 421	441 334			659 187	362 356	320 217	100 77	54 43													
NBC ALL-STAR HOUR(S)																																				
1	MON.	8.00P	60	NBC	GV		196	A	15.8	25	1357	1842	685 368	851 280	446 378	380 338			574 147	265 311	306 221	196 140	221 149													
		8.00 - 8.30						A	15.1	25	1297	1893	685 362	848 263	441 380	382 341			573 136	248 307	303 232	226 169	246 166													
		8.30 - 9.00						A	16.5	25	1417	1785	681 369	849 292	450 375	375 335			573 157	279 313	307 210	167 115	196 132													
NBC MONDAY NIGHT MOVIES																																				
MON.		9.00P	120	NBC	FF	40	194 198	A	18.0	28	1546	1819	819 377	955 397	628 524	385 280			473 211	300 220	193 131	228 135	163 96													
		9.00 - 9.30						B	17.1	27	1469																									
		9.30 - 10.00						A	18.3	27	1572	1896	791 369	942 414	620 503	362 276			467 192	294 241	210 129	264 152	223 147													
		10.00 - 10.30						A	19.2	28	1649	1865	811 368	953 412	636 515	377 274			470 209	295 233	190 129	256 142	186 117													
		10.30 - 11.00						A	18.2	29	1563	1759	825 386	954 391	637 535	388 271			470 220	305 209	181 129	209 127	126 65													
NBC NEWS DIGEST-M-F																																				
						237	147 147	A	13.5	21	1160	1964	778 333	874 301	511 474	402 306			591 218	359 328	267 196	144 75	355 255													

MWTHF	8.58P	1	NBC N	76	76	B 11.9	19	1022																			
1 TUE.	9.28P	1																									
2 TUE.	9.06P	1																									
NBC NEWS DIGEST-2-M-F																											
1 MON.	9.48P	1	NBC N	108	163 167	A 12.6	20	1082	1788	762	320	887	314	545	476	394	295	601	229	388	350	286	172	120	58^	180	132
1 W & F	9.58P	1			83 83	B 11.4	18	979																			
2 TU&TH	9.58P	1																									
NBC NEWS DIGEST-SAT																											
SAT.	8.58P	1	NBC N	48	152 157	A 14.5	25	1246	1942	847	349	968	325	550	466	373	395	505	163	291	264	233	189	157	101^	312	198
					79 80	B 9.9	18	850																			
NBC NEWS DIGEST-2-SAT.																											
2 SAT.	9.58P	1	NBC N	23	169	A 11.6	20	996	1900	841	323	904	279	452	380	386	405	593	169^	340	302	325	228^	181^	130^	222^	199^
					86	B 9.0	16	773																			
NBC NEWS DIGEST-SUN																											
1 SUN.	8.59P	1	NBC N	47	137 158	A 10.9	16	936	2286	789	336	910	409	633	551	400	208	820	336	599	560	416	155	243	115^	313	210
2 SUN.	8.58P	1			74 80	B 11.4	18	979																			
NBC NEWS DIGEST-2-SUN.																											
1 SUN.	9.50P	1	NBC N	23	151	A 11.3	17	971	2317	759	313	1038	454	686	556	459	218^	925	350	626	531	521	204^	130^	40^	224^	139^
					82	B 13.1	20	1125																			
NBC NIGHTLY NEWS-SUN(B)																											
1 SUN.	6.30P	30	NBC N	128		A 6.0	12	515	1837	670	363^	798	203^	342^	261^	426^	410^	814	323^	452^	380^	362^	267^	LT	LT	225^	176^
				65																							
NBC NIGHTLY NEWS-SAT.																											
SAT.	6.30P	30	NBC N	42	171 173	A 11.0	25	945	1641	648	262	795	156	304	289	371	437	628	188	300	294	256	269	92^	92^	126^	75^
				93 93		B 7.8	17	670																			
NBC NIGHTLY NEWS																											
M-F	6.30P	30	NBC N	238	201 202	A 10.6	21	911	1553	741	261	816	191	342	340	345	423	604	137	228	248	258	317	37^	25^	96	63^
				98 99		B 10.5	20	902																			

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WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)													
														TOTAL	18-34	WOMEN 18-49 25-54 35-64 55+			TOTAL	18-34	MEN 18-49 25-54 35-64 55+			TOTAL FEM.	TOTAL 6-11													
EVENING CONT'D																																						
NBC SUNDAY NIGHT MOVIE														42	175	202	A 16.2	25	1392	2123	638	336	784	359	550	450	329	160	890	397	654	577	418	160	227	98	222	159
1 SUN. 8.00P 180 NBC FF														91	99	B 15.8	25	1357																				
2 SUN. 9.00P 120																																						
8.00 - 8.30																A 10.8	17	928	2296	703	289	762	266^	484	480	386	193^	912	416	662	597	427	172^	237^	134^	385	300	
8.30 - 9.00																A 12.0	18	1031	2320	729	337	793	274	503	497	422	199^	944	427	684	617	468	174^	240^	135^	343	234^	
9.00 - 9.30																A 16.4	24	1409	2139	627	312	761	346	532	458	321	154	883	421	654	562	391	152	256	110	239	160	
9.30 - 10.00																A 17.4	26	1495	2123	614	307	756	342	526	438	320	153	917	421	680	569	416	165	225	92	225	154	
10.00 - 10.30																A 18.0	28	1546	2064	632	347	799	392	580	443	314	149	871	374	640	575	421	151	221	87	173	130	
10.30 - 11.00																A 17.6	29	1512	2075	634	395	828	420	604	446	311	155	871	373	645	592	421	153	204	81^	172	128	
NEWHART																A 16.1	24	1383	1793	845	465	984	367	615	551	430	319	555	177^	398	385	291	143^	168^	87^	86^	68^	
1 MON. 9.30P 30 CBS CS														99		B 17.5	27	1503																				
NEWSBREAK-M-F														236	175	176	A 13.0	20	1117	1679	830	341	915	240	474	445	440	389	577	174	315	301	287	228	95	44^	92	60
1 MTWTF 9.58P 1 CBS N														84	83	B 13.2	21	1134																				
1 TUE. 10.37P 1																																						
2 MON. 9.51P 2																																						
2 TUE. 9.59P 1																																						
2 W & TH 9.58P 1																																						
2 FRI. 9.58P 2																																						
NEWSBREAK-SAT.														48	181	187	A 9.3	16	799	2121	648	299	810	371	617	454	346	161^	723	297	547	439	364	149^	351	128^	237	152^
1 SAT. 9.53P 1 CBS N														86	89	B 10.2	18	876																				
2 SAT. 9.58P 1																																						
NEWSBREAK-SUN.														47	149	186	A 15.5	23	1331	1715	871	363	987	281	481	431	446	452	595	123	254	270	313	304	82^	37^	51^	39^
1 SUN. 10.15P 1 CBS N														81	89	B 14.4	23	1237																				
2 SUN. 9.56P 1																																						
NFL MONDAY NIGHT FOOTBALL														2	209	210	A 18.0	30	1546	1669	466	231	492	173	315	289	237	145	1013	435	706	636	454	246	83^	24^	81^	45^
1 MON. 9.00P 191 ABC SE														99	99	B 18.0	30	1546	1669	466	231	492	173	315	289	237	145	1013	435	706	636	454	246	83	24	81	45	
2 MON. 9.00P 189																																						
9.00 - 9.30																A 17.9	27	1538	1760	491	259	530	179	317	301	252	175	977	437	662	622	413	237	102	34^	151	77^	
9.30 - 10.00																A 20.2	30	1735	1755	503	253	532	195	336	313	244	154	1016	433	693	656	458	246	97	23^	110	50^	
10.00 - 10.30																A 19.9	30	1709	1695	498	236	517	194	334	302	239	142	1014	412	707	649	478	248	107	29^	57^	28^	
10.30 - 11.00																A 17.8	29	1529	1698	495	250	508	178	340	300	252	140	1019	428	720	645	474	248	83^	26^	88^	47^	
11.00 - 11.30																A 16.3	30	1400	1646	439	229	479	186	333	293	231	123	1047	452	737	648	483	241	55^	30^	65^	42^	
11.30 - 12.00																A 16.9	37	1452	1503	387	188	412	116	253	249	225	134	1012	441	719	613	443	248	51^	11^	28^	28^	
12.00 - 12.30																A 15.3	38	1314	1501	379	158	389	116	215	200	193	162	1005	474	717	593	401	252	71^	5^	36^	36^	
NIGHT COURT														42	198	199	A 19.9	31	1709	1800	830	411	882	360	580	531	378	248	540	236	380	355	241	133	204	92	174	109
1 THU. 9.30P 30 NBC CS														98	99	B 16.9	27	1452																				
OUR FAMILY HONOR														2	209	210	A 14.1	23	1211	1524	733	406	858	316	526	489	397	256	573	153	337	354	337	199	29^	5^	64^	28^
1 TUE. 9.00P 114 ABC GD														99	99	B 14.1	23	1211	1524	733	406	858	316	526	489	397	256	573	153	337	354	337	199	29	5	64	28	
2 TUE. 10.00P 60																																						
9.00 - 9.30																A 14.3	22	1228	1583	780	465	928	357	548	515	373	294	551	139^	312	325	328	217	21^	LT	83^	30^	
9.30 - 10.00																A 15.9	25	1366	1566	753	424	892	337	549	515	387	267	578	153^	346	364	351	206	17^	LT	79^	36^	
10.00 - 10.30																A 14.1	23	1211	1499	708	388	831	303	527	498	404	229	569	165	348	362	323	180	31^	9^	68^	31^	
10.30 - 11.00																A 13.1	24	1125	1476	721	374	818	291	496	446	406	252	588	146	335	355	350	206	37^	6^	33^	19^	
PUNKY BREWSTER														2	181	183	A 9.3	16	799	2388	808	203	893	303	623	528	442	217	692	279	458	418	325	172	297	182	506	341
1 SUN. 7.00P 30 NBC CS														94	95	B 9.3	16	799	2388	808	203	893	303	623	528	442	217	692	279	458	418	325	172	297	182	506	341	
2 SUN. 7.30P 30																																						

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PROGRAM NAME				T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																											
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11													
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+													
EVENING CONT'D																																					
REMINGTON STEELE																																					
1	TUE.	10.30P	60	NBC	PD	38	203	203	A 16.1	29	1383	1594	768	297	859	311	516	419	376	300	596	236	392	327	276	170	82^	34^	57^	39^							
2	TUE.	10.00P	60			99	99		B 16.1	28	1383																										
		10.00 - 10.30							A 18.4	30	1581	1765	858	400	957	411	680	525	392	254	632	282	461	400	283	140^	92^	25^	84^	68^							
		10.30 - 11.00							A 15.7	28	1349	1583	754	274	837	297	498	405	358	306	607	254	401	319	264	171	83^	31^	56^	41^							
		11.00 - 11.30							A 14.7	32	1263	1366	671	209^	762	210	339	312	388	330	513	134^	276	249	281	207^	72^	51^	19^	LT							
RIPLEY'S BELIEVE IT-NOT																																					
	SUN.	7.00P	60	ABC	U	43	185	193	A 9.0	16	773	2022	608	331	754	287	461	419	344	234	766	303	471	401	326	242	221	156^	281	163^							
		7.00 - 7.30				93	94		B 10.0	17	859																										
		7.30 - 8.00							A 8.3	15	713	1896	631	315	745	254	428	397	345	267	718	259	428	362	313	256	202	160^	231	132^							
									A 9.8	16	842	2094	583	342	748	310	480	429	337	201	793	335	498	427	330	226	235	151^	318	186							
ST. ELSEWHERE																																					
	WED.	10.00P	60	NBC	GD	2	201	200	A 14.3	24	1228	1590	805	409	900	283	523	532	479	293	554	220	368	390	273	129	86^	37^	50^	39^							
		10.00 - 10.30				99	98		B 14.3	24	1228	1590	805	409	900	283	523	532	479	293	554	220	368	390	273	129	86	37	50	39							
		10.30 - 11.00							A 14.5	24	1246	1616	801	410	905	297	536	531	469	290	546	220	365	381	268	128	91^	38^	74^	58^							
									A 14.1	25	1211	1551	809	408	893	271	509	529	483	297	555	220	369	394	276	127	77^	33^	26^	20^							
SCARECROW & MRS. KING																																					
	MON.	8.00P	60	CBS	GD	41	204	208	A 15.5	24	1331	1687	777	358	886	252	444	430	410	378	535	142	290	287	288	209	108	54^	158	94^							
		8.00 - 8.30				98	99		B 15.5	25	1331																										
		8.30 - 9.00							A 14.8	24	1271	1664	778	353	888	249	436	431	405	389	515	124	266	271	283	213	103^	49^	158	96^							
									A 16.0	24	1374	1717	780	363	889	252	453	432	419	371	555	156	314	302	294	210	114	59^	159	92^							
SILVER SPOONS																																					
1	SUN.	7.30P	30	NBC	CS	1	185		A 11.7	20	1005	2359	672	257^	767	260^	491	486	347	224^	590	267	408	350	250^	113^	295	210^	707	528							
						95			B 11.7	20	1005	2359	672	257	767	260	491	486	347	224	590	267	408	350	250	113	295	210	707	528							
SIMON & SIMON																																					
1	THU.	9.00P	60	CBS	PD	43	206		A 14.8	23	1271	1752	653	347	846	284	496	410	383	329	571	228	417	354	296	135^	160^	62^	175^	148^							
		9.00 - 9.30				99			B 18.8	30	1615																										
		9.30 - 10.00							A 14.7	23	1263	1747	619	338	828	288	480	377	344	334	543	208^	391	332	286	132^	170^	62^	206^	178^							
									A 15.0	24	1289	1735	680	351	856	278	509	438	418	321	590	243	438	372	304	133^	147^	61^	142^	117^							
60 MINUTES																																					
1	SUN.	7.17P	60	CBS	DN	2	207	209	A 20.8	36	1787	1674	699	283	765	162	349	349	370	359	762	219	384	395	364	315	79	31^	68^	40^							
2	SUN.	7.00P	60			99	99		B 20.8	36	1787	1674	699	283	765	162	349	349	370	359	762	219	384	395	364	315	79	31	68	40							
		7.00 - 7.30							A 19.4	35	1666	1612	700	263	763	161	340	364	366	357	728	203	366	377	343	303	63^	23^	58^	30^							
		7.30 - 8.00							A 21.9	37	1881	1679	701	287	757	158	338	341	356	366	776	228	391	398	361	324	78	29^	68^	38^							
		8.00 - 8.30							A 20.5	33	1761	1781	690	314	789	168	398	339	434	334	787	221	403	411	429	306	116^	57^	89^	58^							
SPECIAL MOVIE PRSNT-MON(S)																																					
2	MON.	9.00P	120	CBS	FF	208			A 17.9	27	1538	1683	717	240	806	142^	345	367	420	390	703	153^	321	325	379	336	127^	76^	47^	35^							
		9.00 - 9.30				99			A 18.2	26	1563	1772	756	265	863	137^	386	425	466	402	721	161^	337	317	389	345	119^	66^	69^	49^							
		9.30 - 10.00							A 18.4	27	1581	1746	701	228	801	134^	342	372	403	391	728	150^	332	323	407	351	156^	83^	61^	45^							
		10.00 - 10.30							A 17.8	27	1529	1655	715	238	791	142^	327	334	415	394	700	162^	324	338	369	326	123^	77^	41^	28^							
		10.30 - 11.00							A 17.2	29	1477	1541	691	225	764	149^	317	336	398	374	658	136^	290	316	348	322	104^	84^	15^	15^							
SPECIAL MOVIE PRSNT-SUN(S)																																					
2	SUN.	9.00P	120	CBS	FF	207			A 24.5	37	2105	1690	902	324	985	265	485	467	475	451	584	142	278	281	305	268	62^	28^	59^	42^							
		9.00 - 9.30				99			A 24.8	36	2130	1732	900	339	985	272	485	461	468	453	582	136	284	289	316	267	69^	30^	96^	67^							
		9.30 - 10.00							A 24.0	35	2062	1722	895	331	992	274	484	458	467	463	583	134	270	280	308	274	68^	31^	79^	53^							
		10.00 - 10.30							A 24.8	37	2130	1655	910	308	983	255	487	475	480	447	581	142	271	273	301	270	57^	27^	34^	26^							
		10.30 - 11.00							A 24.2	38	2079	1661	906	315	985	258	484	470	490	448	593	150	289	279	305	267	60^	25^	23^	21^							
SPENSER: FOR HIRE																																					
1	FRI.	9.00P	117	ABC	PD	2	205	206	A 11.4	19	979	1681	814	301	873	199	447	460	469	342	611																

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		2ND SEP. 1985 REPORT																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
WK #		DAY		START TIME		DUR		NET		TYPE		WK 1 WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
																								TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL FEM.		TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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10.00 - 10.30					A 10.5 17 902	1523 787 394	914 286^ 503 430 424 344	549 105^ 268^300 277^249^	60v 31v	LT LT
10.30 - 11.00					A 10.7 18 919	1524 779 370	910 299 496 422 396 341	559 113^ 265^303 271^256^	55v 29v	LT LT
11.00 - 11.30					A 11.3 22 971	1593 819 439	938 352 530 466 404 334	575 95^ 240^285 295 290	41v 23v	39v LT
20/20 1 208					A 14.6 23 1254	1618 796 266	898 231 451 432 497 347	597 168^ 299 275 284 259	78^ 22v	45v 37v
2 THU. 10.00P 60 ABC DN 99					B 14.6 23 1254	1618 796 266	898 231 451 432 497 347	597 168 299 275 284 259	78 22	45 37
10.00 - 10.30					A 14.9 23 1280	1660 819 271	930 257 511 460 515 339	591 158^ 305 270 290 261	93^ 27v	46v 41v
10.30 - 11.00					A 14.3 23 1228	1563 771 259	863 203^ 386 402 477 355	597 177^ 288 275 273 256	61^ 16v	42v 31v
TWILIGHT ZONE 1 205					A 17.7 30 1520	1997 832 365	927 374 629 589 427 256	711 285 525 481 342 142^	150^ 46^	209 163^
2 FRI. 8.00P 60 CBS SF 99					B 17.7 30 1520	1997 832 365	927 374 629 589 427 256	711 285 525 481 342 142	150 46	209 163
8.00 - 8.30					A 16.6 29 1426	2050 831 360	931 378 646 596 430 242	742 293 560 511 363 141^	158^ 41v	219 182^
8.30 - 9.00					A 18.7 31 1606	1954 838 370	927 372 616 584 426 268	686 280 499 460 324 142^	140^ 49^	201 146^
227 2 195 201					A 18.1 31 1555	1886 802 321	877 275 473 432 364 360	579 181 316 296 288 227	165 127	265 213
SAT. 9.30P 30 NBC CS 99 99					B 18.1 31 1555	1886 802 321	877 275 473 432 364 360	579 181 316 296 288 227	165 127	265 213
WEBSTER 2 210 210					A 13.8 25 1185	1766 811 305	897 269 412 405 360 395	477 152 228 224 208 207	119 71^	273 157
1 FRI. 8.00P 60 ABC CS 99 99					B 13.8 25 1185	1766 811 305	897 269 412 405 360 395	477 152 228 224 208 207	119 71	273 157
2 FRI. 8.00P 30										
8.00 - 8.30					A 13.6 24 1168	1744 783 293	872 273 395 383 329 387	490 166 239 225 195 216	114^ 75^	268 144
8.30 - 9.00					A 14.3 25 1228	1792 857 323	934 256 439 437 413 409	446 120^ 206^226 235 182^	129^ 63^	283 179^
WEST 57TH 5 206					A 10.0 21 859	1413 805 372	877 330 540 477 436 277^	477 200^ 294^270^ 188^167^	19v LT	40v 28v
1 TUE. 10.39P 60 CBS DN 99					B 10.3 19 885					
10.30 - 11.00					A 10.0 19 859	1625 871 393	967 416 647 523 395 276^	489 280^ 328 278^ 120^143^	57v LT	112^ 78v
11.00 - 11.30					A 10.2 22 876	1284 751 353	808 257^ 465 451 463 277^	476 164^ 289^273^ 223^178^	LT LT	LT LT
11.30 - 12.00					A 9.7 25 833	1300 799 374	861 361 517 433 427 266^	439 125^ 228^237^ 222^182^	LT LT	LT LT
WHO'S THE BOSS? 6 194 203					A 17.6 28 1512	1810 836 389	909 344 530 515 376 294	570 190 356 338 313 167	129 71^	202 133
CONT'D										

1 WED. 12.00M 60 ABC N 98	A 3.8 14 326	1135 567^261^	601^125v 313^251^ 283^288^	534^ 49v 153v203v 381^331^	LT LT	LT LT
12.00 - 12.30	A 2.7 14 232	703^ 307^ 91v	358^ 48v 48v LT 103v310^	345^ 39v 39v 39v 155v306^	LT LT	LT LT
12.30 - 1.00	A 3.4 9 292	1257 659 387^	737 147^ 312^407^ 401^330^	387^129^ 194^236^ 175^117v	96v 96v	37v 37v
ABC WEEKEND REPORT-SAT. 47 163 157	B 4.1 10 352					
SAT. 11.30P 15 ABC N 86 85	A 2.9 11 249	831 365^ 72v	454^ 72v 169^145^ 217^257^	281^ 85v 112v 84v 92v169^	52v 52v	44v 44v
ABC WEEKEND REPORT-SUN. 48 164 159	B 3.8 13 326					
1 SUN. 11.19P 15 ABC N 89 87						
2 SUN. 12.00M 15	A 5.3 18 455	1325 606 224^	736 236^ 417 337 351 283^	517 174^ 297 263^ 246^199^	46v 22v	26v 19v
CBS LATE NIGHT I 5 180	B 5.3 18 455	1325 606 224	736 236 417 337 351 283	517 174 297 263 246 199	46 22	26 19
2 M & TU 11.30P 67 CBS FF 90						
2 WED. 11.30P 64						
2 THU. 11.30P 66						
2 FRI. 12.00M 69	A 5.7 16 490	1363 601 169^	707 243^ 388 318 296 274	563 202^ 330 292 249^214^	50v 30v	43v 28v
11.30 - 12.00	A 5.3 19 455	1360 594 244^	754 248^ 429 336 367 289	540 162^ 294 264^ 272^224^	46v 22v	20v 20v
12.00 - 12.30	A 4.4 18 378	1198 677 302^	801 227^ 500 394 426 294^	352 132^ 228^199^ 175^ 95^	45v LT	LT LT
12.30 - 1.00	A 4.2 19 361	765 652^305^	652^ LT 339^339^ 496^313^	113v LT 80v113v 113v LT	LT LT	LT LT
1.00 - 1.30	A 3.7 21 318	975 431 198^	538 117^ 309^240^ 311^217^	402^163^ 280^232^ 179^114^	35v LT	LT LT
CBS LATE NIGHT II 5 180	B 3.7 21 318	975 431 198	538 117 309 240 311 217	402 163 280 232 179 114	35 LT	LT LT
2 MON. 12.37A 42 CBS FF 90						
2 TUE. 12.37A 45						
2 WED. 12.34A 48						
2 THU. 12.36A 45						
2 FRI. 1.09A 46	A 4.0 21 344	1032 407 160^	514 148^ 297^224^ 250^203^	482 188^ 310^247^ 210^157^	36v LT	LT LT
12.30 - 1.00	A 3.4 21 292	983 422^209^	545 107v 312^233^ 335^219^	398^179^ 298^253^ 167^ 96v	40v LT	LT LT
1.00 - 1.30	A 3.3 19 283	735^ 636^403^	636^ LT 343^343^ 519^293^	99v LT 99v 99v 99v LT	LT LT	LT LT
1.30 - 2.00						

2ND SEP. 1985 REPORT

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2ND SEP. 1985 REPORT																																	
PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
													WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)									
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
WEEKDAY DAYTIME CONT'D																																	
ANOTHER WORLD						234	202	203	A	4.9	18	421	1311	850	213	992	388	555	428	343	413	194	62^	71^	63^	73^	101^	36v	25v	89^	19v		
M-F 2.00P - 2.30						60	NBC	DD	99	99	B	5.4	19	464																			
2.30 - 3.00									A	5.0	18	430	1300	829	213	987	410	570	416	323	406	198	68^	77^	63^	67^	103^	34v	25v	81^	22v		
									A	4.9	18	421	1276	845	207	969	350	518	427	353	416	174	50^	57^	55^	69^	96^	43^	29v	90^	17v		
AS THE WORLD TURNS						235	206	204	A	6.1	22	524	1191	816	113^	937	237	449	383	395	437	181	24v	74^	83^	94^	88^	33^	15v	40^	11v		
M-F 1.30P - 2.00						60	CBS	DD	99	99	B	6.8	23	584																			
2.00 - 2.30									A	6.1	22	524	1218	811	113^	939	238	455	385	389	436	195	23v	77^	88^	104^	99^	36^	18v	48^	12v		
									A	6.2	23	533	1126	802	102^	907	226	428	369	389	428	161	26v	71^	75^	79^	75^	28v	12v	30v	10v		
BODY LANGUAGE						231	99	97	A	2.0	7	172	1256	738	139^	779	198^	384	366^	267^	361^	336^	64v	174^	174^	209^	133^	47v	LT	94v	41v		
M-F 4.00P - 5.00						30	CBS	PV	49	50	B	2.5	8	215																			
CAPITOL						235	196	195	A	5.1	19	438	1189	788	132^	936	275	521	397	417	380	183	49^	106^	97^	95^	62^	29v	LT	41^	16v		
M-F 2.30P - 3.00						30	CBS	DD	94	93	B	5.6	20	481																			
CBS EARLY MORNING NEWS						240	140	139	A	1.5	16	129	1395	783	434^	783	286^	465^	379^	358^	264^	542	124v	241^	287^	326^	255^	38v	LT	LT	LT		
M-F 6.30A - 7.00A						30	CBS	N	89	88	B	1.5	16	129																			
CBS MORNING NEWS 1						238	201	200	A	2.7	13	232	1435	860	387	882	232^	473	460	401	353	431	56v	185^	176^	185^	229^	44v	LT	78^	53v		
M-F 7.30A - 8.00A						30	CBS	N	99	99	B	3.1	15	266																			
CBS MORNING NEWS 2						238	201	202	A	3.2	14	275	1244	814	210^	899	207^	400	414	393	416	301	51v	90^	117^	155^	163^	LT	LT	44v	29v		
M-F 8.30A - 9.00A						30	CBS	N	99	97	B	3.4	15	292																			
DAYS OF OUR LIVES						236	208	208	A	6.5	23	558	1339	819	196	929	347	516	434	390	388	296	92^	142	125	117^	128	68^	54^	46^	14v		
M-F 1.00P - 1.30						60	NBC	DD	99	98	B	7.0	23	601	1366	827	198	942	356	524	436	395	390	308	90^	138	124	121^	141	65^	54^	51^	19v
1.30 - 2.00									A	6.3	23	541	1297	807	190	911	334	502	427	383	387	278	94^	142	119	110^	113^	66^	54^	42^	11v		
									A	6.7	24	576	1271	763	230	895	452	651	482	299	226	190	104	135	89	63^	50^	98	79^	88	24^		
GENERAL HOSPITAL						233	208	208	A	8.8	29	756	1249	759	219	893	450	651	485	301	223	193	110	138	91	59^	49^	85^	70^	78^	17v		
M-F 3.00P - 3.30						60	ABC	DD	99	99	B	8.9	29	765	1266	756	234	885	446	640	473	295	228	181	98	129	85	63^	48^	104	85	96	30^
3.30 - 4.00									A	9.1	29	782	1411	734	209	820	233	483	417	401	313	367	109^	199	230	180	133^	126^	64^	98^	38v		
GOOD MORNING, AMERICA-730						239	206	207	A	4.9	24	421																					
1 MTUWF 7.30A - 7.49A						30	ABC	N	99	99	B	4.7	23	404																			
1 THU. 7.49A - 8.00A						11																											
2 M-F 7.30A - 8.00A						30																											
GOOD MORNING, AMERICA-830						238	204	205	A	5.3	24	455	1171	731	191	788	230	449	382	369	321	265	63^	125^	121^	132^	132^	28v	16v	90^	39^		
M-F 8.30A - 9.00A						30	ABC	N	99	99	B	5.2	23	447																			
GOOD MORN AMER THU-730(B)						184			A	3.8	19	326	1482	789^	92v	795^	135v	420^	420^	356^	375^	536^	40v	229^	283^	300^	253^	144v	LT	LT	LT		
1 THU. 7.30A - 7.49A						19	ABC	N	82																								
GUIDING LIGHT						232	207	205	A	6.7	22	576	1259	793	162	909	238	476	403	431	390	231	67^	115	97^	98^	92^	53^	33^	66^	42^		
M-F 3.00P - 3.30						60	CBS	DD	99	99	B	7.2	23	618																			
3.30 - 4.00									A	6.5	22	558	1254	802	155	916	237	483	411	428	392	226	64^	114^	99^	98^	89^	51^	28v	61^	41^		
									A	6.9	22	593	1248	783	170	899	241	468	391	428	387	231	68^	111	93^	95^	93^	49^	34^	69^	41^		
LOVING						233	184	185	A	4.1	16	352	1239	776	213	872	400	622	486	325	221	272	121^	136^	108^	57^	131^	21v	14v	74^	LT		
M-F 12.30P - 1.00P						30	ABC	DD	93	92	B	4.1	15	352																			
MAIN STREET(S)						121			A	3.7	11	318	1384	644^	88v	729^	400^	440^	309^	148v	203v	238^	96v	182v	130v	142v	56v	231^	110v	186v	107v		
2 TUE. 4.00P - 4.30						60	NBC	CN	82																								
4.30 - 5.00									A	3.8	12	326	1107	592^	101v	650^	399^	399^	221^	58v	193v	248^	95v	196v	141v	153v	52v	89v	LT	120v	120v		
									A	3.5	10	301	1691	711^	70v	820^	406^	492^	406^	241^	215v	228^	97v	166v	117v	131v	62v	386^	229^	257^	91v		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1985 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																									
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
WK #	DAY	START TIME	DUR	NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11										
							WK 1	WK 2		AVG. AUD. %	AVG. SHARE %			(0,000)	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49			25-54	35-64	55+							
WEEKDAY DAYTIME CONT'D																																			
NBC NEWS AT SUNRISE										240	186	186	A	2.0	17	172	1378	756	343	826	181	524	610	517	203	390	92	204	261	193	123	110	69	52	41
1 M-F 6.30A 30 NBC N										97	97	B	2.0	17	172																				
2 M-TH 6.30A 30																																			
2 FRI. 6.00A 30																																			
NBC NEWS DIGEST-DAYTIME										141	196	196	A	4.4	16	378	1222	831	163	941	359	545	448	354	359	193	71	87	71	64	77	32	19	56	LT
MWF 2.57P 1 NBC N										95	96	B	4.5	16	387																				
NEWSBREAK-11.57										236	182	181	A	6.0	26	515	1375	733	240	881	301	466	376	326	377	340	62	151	147	170	165	53	35	101	LT
M-F 11.57A 2 CBS N										85	83	B	7.0	28	601																				
NEWSBREAK-3.57										232	186	193	A	5.6	18	481	1227	739	184	884	201	422	338	415	411	235	67	108	93	106	98	37	31	71	38
M-F 3.57P 2 CBS N										92	93	B	5.9	18	507																				
ONE LIFE TO LIVE										234	208	208	A	7.2	26	618	1248	795	258	919	436	685	529	354	209	211	101	131	86	55	76	55	52	63	9
M-F 2.00P 60 ABC DD										99	99	B	7.3	25	627																				
2.00 - 2.30												A	7.1	26	610	1243	808	260	930	444	696	544	360	199	209	95	124	85	58	80	49	45	55	8	
2.30 - 3.00												A	7.4	27	636	1228	769	253	888	421	658	505	338	212	207	103	134	86	53	71	62	58	71	11	
PRESS YOUR LUCK										235	170	169	A	3.2	14	275	1378	850	140	992	306	502	407	389	432	264	80	149	126	122	87	34	LT	88	30
M-F 10.30A 30 CBS QP										86	78	B	4.6	19	395																				
PRICE IS RIGHT 1										235	207	207	A	5.4	24	464	1297	707	224	856	270	463	402	336	356	290	50	114	122	140	144	28	21	123	LT
M-F 11.00A 30 CBS AP										99	97	B	6.9	28	593																				
PRICE IS RIGHT 2										234	208	207	A	7.0	30	601	1291	710	212	838	254	432	376	340	368	314	57	120	126	149	164	34	24	105	LT
M-F 11.30A 30 CBS AP										99	97	B	8.6	35	739																				
RYAN'S HOPE										233	171	171	A	3.1	12	266	1211	756	282	925	413	609	459	407	289	195	56	86	59	71	105	LT	LT	76	LT
M-F 12.00N 30 ABC DD										91	89	B	3.2	12	275																				
SALE OF THE CENTURY										237	152	153	A	3.7	17	318	1299	718	161	841	271	403	333	318	413	286	78	104	95	63	160	65	56	107	54
1 MTUWF 10.30A 30 NBC QG										81	80	B	4.6	19	395																				
1 THU. 10.51A 9																																			
2 M-F 10.30A 30																																			
SANTA BARBARA										235	191	191	A	3.8	13	326	1356	770	144	850	331	460	384	325	350	248	63	97	95	117	126	111	40	147	58
M-F 3.00P 60 NBC DD										96	96	B	3.5	11	301																				
3.00 - 3.30												A	3.7	13	318	1292	763	132	833	330	456	368	305	345	248	79	108	98	103	119	91	28	120	28	
3.30 - 4.00												A	3.9	13	335	1388	767	147	854	326	457	394	338	349	230	41	78	83	123	129	128	53	176	90	
SCRABBLE										235	193	198	A	4.7	20	404	1285	744	136	839	250	327	278	263	462	278	67	85	99	101	166	52	22	116	39
M-F 11.30A 30 NBC QG										96	96	B	5.4	22	464																				
SEARCH FOR TOMORROW										238	150	151	A	3.0	11	258	1151	636	150	760	213	267	271	337	438	272	51	55	73	113	171	30	27	89	31
M-F 12.30P 30 NBC DD										77	76	B	3.1	11	266																				
SILVER SPOONS M-F										54	130	A	2.4	11	206	1437	655	180	674	345	378	258	150	232	281	136	136	92	23	122	166	92	316	165	
1 MTUWF 10.00A 30 NBC CS										80		B	3.9	16	335																				
SUPER PASSWORD										237	147	149	A	3.6	14	309	1369	829	123	933	217	333	339	343	536	227	65	80	75	65	136	70	55	139	46
M-F 12.00N 30 NBC QG										73	73	B	3.5	13	301																				
THREE'S A CROWD DAYTIME										5	167	A	2.8	12	241	1311	702	261	905	453	652	435	348	253	282	153	178	128	109	66	45	LT	79	45	
2 M-F 11.00A 30 ABC CS										82		B	2.8	12	241	1311	702	261	905	453	652	435	348	253	282	153	178	128	109	66	45	LT	79	45	
TODAY SHOW-7.30AM										240	203	203	A	4.5	22	387	1310	767	313	788	188	445	493	430	282	421	91	189	178	192	194	52	18	49	36
M-F 7.30A 30 NBC N										99	97	B	4.4	22	378																				

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	WOMEN 18-25-35-44-55+			TOTAL	18-34	MEN 18-25-35-44-55+			TOTAL FEM.	TOTAL 6-11								
WEEKDAY DAYTIME CONT'D																																	
TODAY SHOW-8.30AM		239	203	202	A	4.8	22	412	1226	682	206	782	250	391	355	324	339	379	99^	146^	186	151^	188	34^	LT	31^	17^						
M-F 8.30A 30 NBC N		99	99	97	B	4.7	20	404																									
\$25,000 PYRAMID		236	183	181	A	4.1	18	352	1270	847	165^	924	196	417	386	398	461	278	59^	119^	133^	139^	117^	14^	LT	54^	20^						
1 MTUWF 10.00A 30 CBS QP		91	89		B	5.1	21	438																									
2 M-F 10.00A 30																																	
WHEEL OF FORTUNE		236	205	206	A	6.7	30	576	1278	772	128	860	217	332	309	304	473	274	76^	91^	74^	81^	167	58^	52^	86^	37^						
M-F 11.00A 30 NBC QG		99	99	97	B	7.1	29	610																									
YOUNG AND THE RESTLESS		234	208	207	A	7.3	28	627	1308	811	229	946	349	560	452	380	349	241	55^	120	127	128	100^	59^	37^	62^	13^						
M-F 12.30P 60 CBS DD		99	99	97	B	8.0	29	687																									
12.30 - 1.00					A	7.1	28	610	1325	820	239	954	355	564	449	380	354	246	52^	121	130	137	101^	61^	34^	64^	9^						
1.00 - 1.30					A	7.4	28	636	1300	809	218	949	349	561	458	382	351	237	59^	120	124	119	98^	56^	39^	58^	16^						
YOUR NUMBER'S UP		5	123		A	2.2	9	189	1095	656^	148^	751	318^	487^	466^	302^	216^	234^	49^	112^	127^	185^	69^	31^	31^	79^	27^						
2 M-F 10.00A 30 NBC QG		73			B	2.2	9	189	1095	656	148	751	318	487	466	302	216	234	49	112	127	185	69	31	31	79	27						
WEEKEND DAYTIME																																	
ABC FUN FIT-10:25AM		2	197	198	A	4.3	15	369	1775	250^	111^	250^	108^	204^	216^	142^	34^	234^	122^	122^	105^	16^	96^	381	157^	910	642						
SAT. 10.25A 4 ABC CN		97	97		B	4.3	15	369	1775	250	111	250	108	204	216	142	34	234	122	122	105	16	96	381	157	910	642						
ABC FUN FIT-11:25AM		2	194	193	A	3.9	14	335	1340	205^	35^	283^	137^	175^	131^	80^	93^	102^	90^	102^	102^	LT	LT	280^	215^	675	385^						
SAT. 11.25A 4 ABC CN		94	93		B	3.9	14	335	1340	205	35	283	137	175	131	80	93	102	90	102	102	LT	LT	280	215	675	385						
ABC SUNDAY AFTERNOON BSBL 2 173 180																																	
1 SUN. 2.00P 181 ABC SE		88	89		A	2.3	6	198	1202	438^	101^	489^	96^	131^	120^	101^	349^	557^	167^	284^	248^	197^	273^	86^	31^	70^	LT						
2 SUN. 2.00P 180					B	2.3	6	198	1202	438	101	489	96	131	120	101	349	557	167	284	248	197	273	86	31	70	LT						
2.00 - 2.30					A	2.0	5	172	1151	407^	105^	465^	80^	99^	134^	93^	320^	581^	187^	297^	297^	162^	284^	58^	LT	47^	LT						
2.30 - 3.00					A	2.1	5	180	1106	322^	78^	399^	83^	94^	61^	28^	305^	561^	127^	233^	233^	184^	328^	107^	28^	39^	LT						
3.00 - 3.30					A	2.1	5	180	1122	450^	128^	522^	139^	183^	149^	72^	339^	472^	94^	190^	190^	179^	282^	72^	44^	56^	LT						
3.30 - 4.00					A	2.2	5	189	1339	498^	133^	519^	122^	176^	154^	111^	343^	540^	111^	222^	222^	190^	318^	195^	47^	85^	LT						
4.00 - 4.30					A	2.5	6	215	1284	504^	84^	527^	94^	137^	112^	112^	390^	600^	224^	396^	312^	263^	204^	73^	36^	84^	LT						
4.30 - 5.00					A	2.6	6	223	1426	497^	103^	542^	107^	148^	121^	131^	394^	614	188^	354^	296^	278^	260^	126^	45^	144^	LT						
ABC WEEKEND SPECIALS 2 166 168																																	
SAT. 12.00N 30 ABC FV		86	86		A	3.9	14	335	1275	224^	60^	256^	171^	209^	224^	85^	32^	105^	73^	73^	51^	32^	32^	197^	197^	717	436						
					B	3.9	14	335	1275	224	60	256	171	209	224	85	32	105	73	73	51	32	32	197	197	717	436						
ABC WIDE WORLD SPORTS SP.(S) 134																																	
2 SAT. 1.30P 90 ABC SA		77			A	3.2	11	275	1244	346^	33^	346^	127^	218^	218^	176^	128^	681^	193^	422^	403^	411^	172^	25^	25^	192^	88^						
1.30 - 2.00					A	2.9	10	249	1181	353^	37^	353^	124^	245^	245^	206^	108^	668^	209^	422^	406^	387^	181^	64^	64^	96^	28^						
2.00 - 2.30					A	3.9	13	335	1284	306^	18^	306^	126^	198^	198^	135^	108^	779^	221^	507^	493^	459^	189^	17^	17^	182^	51^						
2.30 - 3.00					A	2.9	10	249	1213	378^	45^	378^	128^	213^	213^	193^	165^	533^	132^	288^	266^	353^	135^	LT	LT	302^	197^						
ALVIN AND THE CHIPMUNKS 2 186 199																																	
SAT. 11.00A 30 NBC CA		89	99		A	7.4	26	636	1714	324	132^	354	222	259	185^	96^	81^	193	132	162	113	30	31	180	132	987	587						
					B	7.4	26	636	1714	324	132	354	222	259	185	96	81	193	132	162	113	30	31	180	132	987	587						
AMERICAN BANDSTAND 2 145 140																																	
SAT. 12.30P 60 ABC PC		75	65		A	2.3	8	198	1621	464^	56^	484^	379^	398^	399^	86^	50^	425	303	344	217	91	81	197	197	515	359						
12.30 - 1.00					B	2.3	8	198	1621	464	56	484	379	398	399	86	50	425	303	344	217	91	81	197	197	515	359						
1.00 - 1.30					A	2.4	8	206	1777	543^	34^	567^	460^	499^	490^	98^	43^	414^	296^	341^	263^	98^	73^	214^	214^	582^	456^						
					A	2.2	7	189	1429	370^	80^	386^	280^	280^	296^	74^	59^	423^	301^	333^	159^	74^	90^	175^	175^	445^	260^						
BERENSTAIN BEARS 2 195 194																																	
SAT. 8.00A 30 CBS CA		96	96		A	3.3	22	283	1654	184^	92^	215^	137^	158^	114^	59^	32^	109^	LT	35^	35^	35^	74^	199^	82^	1131	782						
					B	3.3	22	283	1654	184	92	215	137	158	114	59	32	109	LT	35	35	35	74	199	82	1131	782						

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11									
WEEKEND DAYTIME CONT'D																																				
BUGS BUNNY/LOONEY TUNES-1														A	3.0	20	258	2500	270	85	270	188	188	180	LT	65	135	42	105	78	63	30	598	LT	1497	1067
SAT. 8.00A 30 ABC CA														B	3.0	20	258	2500	270	85	270	188	188	180	LT	65	135	42	105	78	63	30	598	LT	1497	1067
BUGS BUNNY/LOONEY TUNES-2														A	4.5	22	387	2116	333	137	333	168	168	182	122	129	169	50	131	110	102	38	455	LT	1159	723
SAT. 8.30A 30 ABC CA														B	4.5	22	387	2116	333	137	333	168	168	182	122	129	169	50	131	110	102	38	455	LT	1159	723
CBS COLLEGE FOOTBALL PRE														A	4.7	15	404	1386	480	178	547	238	323	289	111	224	597	320	406	382	140	191	104	12	138	55
1 SAT. 3.30P 5 CBS SC														B	4.7	15	404	1386	480	178	547	238	323	289	111	224	597	320	406	382	140	191	104	12	138	55
2 SAT. 3.30P 8																																				
CBS COLLEGE FOOTBALL														A	5.7	16	490	1529	528	151	555	184	289	252	188	223	719	210	366	382	297	298	104	LT	151	102
1 SAT. 3.35P 205 CBS SE														B	5.7	16	490	1529	528	151	555	184	289	252	188	223	719	210	366	382	297	298	104	LT	151	102
2 SAT. 3.36P 214																																				
3.30 - 4.00														A	4.2	13	361	1476	545	86	604	252	316	196	117	275	682	288	443	423	211	228	52	LT	138	81
4.00 - 4.30														A	4.5	13	387	1677	588	88	624	349	398	270	72	215	834	326	498	477	271	317	84	12	135	88
4.30 - 5.00														A	5.1	15	438	1573	541	73	561	217	335	280	152	220	829	275	462	431	293	348	83	12	100	67
5.00 - 5.30														A	5.3	15	455	1558	484	146	502	165	236	221	172	217	709	201	326	357	296	294	123	LT	224	160
5.30 - 6.00														A	5.9	16	507	1607	515	220	534	148	236	265	214	217	692	179	306	331	280	307	113	10	268	207
6.00 - 6.30														A	6.7	17	576	1413	428	132	447	95	200	217	192	194	687	180	328	372	322	288	131	LT	148	77
6.30 - 7.00														A	7.2	17	618	1513	571	257	595	123	317	286	284	230	704	144	321	376	360	310	118	LT	96	69
7.00 - 7.30														A	8.4	19	722	1647	838	193	895	358	470	293	285	358	603	122	285	288	278	272	125	38	24	LT
CBS NFL TODAY														A	6.6	21	567	1436	398	198	425	162	277	237	191	118	756	265	593	543	375	152	199	12	56	56
SUN. 12.30P 30 CBS SC														B	6.6	21	567	1436	398	198	425	162	277	237	191	118	756	265	593	543	375	152	199	12	56	56
CBS NFL FOOTBALL GAME 1														A	14.3	36	1228	1376	423	191	446	135	267	265	243	143	784	252	509	481	421	221	72	24	74	45
1 SUN. 1.00P 191 CBS SE														B	14.3	36	1228	1376	423	191	446	135	267	265	243	143	784	252	509	481	421	221	72	24	74	45
2 SUN. 1.00P 194																																				
1.00 - 1.30														A	11.8	34	1014	1303	383	163	403	140	253	248	190	124	766	249	528	474	404	194	60	LT	74	53
1.30 - 2.00														A	14.0	37	1203	1323	384	170	414	126	249	257	217	129	796	257	542	493	413	211	57	LT	56	39
2.00 - 2.30														A	15.0	38	1289	1351	416	185	434	123	258	268	248	136	799	264	525	502	421	218	62	19	56	24
2.30 - 3.00														A	13.9	35	1194	1385	429	185	450	134	271	263	252	140	793	246	505	480	436	226	73	27	69	44
3.00 - 3.30														A	15.2	36	1306	1419	432	184	461	144	271	253	254	152	790	255	498	479	414	233	82	32	86	52
3.30 - 4.00														A	15.9	37	1366	1458	449	227	472	137	280	272	265	156	796	250	498	478	432	241	96	50	94	62
4.00 - 4.30														A	11.7	27	1005	1434	527	255	548	165	324	300	303	196	721	225	445	436	429	223	69	26	96	63
CBS NFL FOOTBALL GAME 2														A	12.5	27	1074	1615	404	231	412	136	294	271	226	102	960	366	629	607	427	263	67	23	176	124
1 SUN. 4.22P 175 CBS SE														B	12.5	27	1074	1615	404	231	412	136	294	271	226	102	960	366	629	607	427	263	67	23	176	124
4.00 - 4.30														A	10.7	25	919	1664	501	257	514	209	412	321	257	102	885	336	601	576	396	242	77	19	188	104
4.30 - 5.00														A	11.5	27	988	1621	480	258	490	174	396	337	267	94	942	368	635	624	418	240	73	18	116	97
5.00 - 5.30														A	13.0	29	1117	1544	423	241	428	153	328	298	235	86	993	375	648	650	435	264	39	14	84	84
5.30 - 6.00														A	12.8	28	1100	1745	445	245	445	129	315	293	260	112	1086	433	735	663	442	273	56	34	158	118
6.00 - 6.30														A	12.8	26	1100	1538	289	171	289	91	211	225	172	64	938	375	612	572	392	269	53	22	258	163
6.30 - 7.00														A	12.3	24	1057	1594	306	204	311	106	211	208	178	71	931	365	613	596	430	251	74	24	278	176
7.00 - 7.30														A	13.5	26	1160	1659	515	289	559	157	285	267	267	236	821	234	476	503	452	279	132	24	147	92
CBS NFL FOOTBALL POST														A	8.8	21	756	1229	362	96	384	109	207	183	162	170	742	320	524	427	335	182	43	LT	60	39
2 SUN. 4.16P 20 CBS SC														B	8.8	21	756	1229	362	96	384	109	207	183	162	170	742	320	524	427	335	182	43	LT	60	39
CBS STORYBREAK														A	4.8	17	412	2201	362	138	427	303	345	172	99	82	225	150	198	163	75	LT	513	144	1036	737
SAT. 11.00A 30 CBS CL														B	4.8	17	412	2201	362	138	427	303	345	172	99	82	225	150	198	163	75	LT	513	144	1036	737
CFA COLLEGE FOOTBALL-PRE														A	2.7	9	232	1375	366	271	396	228	289	266	168	87	552	271	358	293	208	160	194	65	233	104
SAT. 3.00P 2 ABC SC														B	2.7	9	232	1375	366	271	396	228	289	266	168	87	552	271	358	293	208	160	194	65	233	104

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK-OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M-M					
WEEKEND DAYTIME CONT'D																																
CFA COLLEGE FOOTBALL GAME						2	202	205	A	6.3	18	541	1253	360	169^	391	182^	246^	219^	145^	119^	661	195^	339	346	349	256	89^	14v	112^	81^	
1 SAT. 3.23P 192 ABC SE						98	99	B	6.3	18	541	1253	360	169	391	182	246	219	145	119	661	195	339	346	349	256	89	14	112	81		
2 SAT. 3.23P 209																																
3.00 - 3.30								A	4.3	14	369	1233	339^	204^	358^	149^	241^	190^	168^	79v	588	249^	350^	285^	199^	217^	116^	57v	171^	92v		
3.30 - 4.00								A	5.7	17	490	1257	302	181^	314	147^	238^	160^	161^	62v	684	238^	376	341	324	236^	130^	28v	129^	64v		
4.00 - 4.30								A	6.2	19	533	1257	351	160^	392	203^	268	206^	158^	98^	653	169^	313	336	355	261	96^	9v	116^	77^		
4.30 - 5.00								A	6.3	19	541	1368	363	165^	401	223^	291	215^	146^	85^	773	234^	382	392	415	297	100^	17v	94^	71^		
5.00 - 5.30								A	6.4	19	550	1302	422	198^	460	230^	307	274	174^	121^	691	233^	366	374	353	261	56v	20v	95^	95^		
5.30 - 6.00								A	6.8	19	584	1238	375	243	419	210^	253	284	150^	135^	687	217^	357	380	340	263	40v	12v	92^	92^		
6.00 - 6.30								A	6.7	17	576	1231	366	118^	392	136^	205^	236	137^	156^	582	118^	282	309	354	248	123^	LT	134^	87^		
6.30 - 7.00								A	6.4	15	550	1045	291^	37v	291^	67v	67v	78v	11v	213^	509	104v	264^	260^	353^	200^	72v	LT	173^	95v		
CFA COLLEGE FOOTBALL POST						2	202	134	A	4.6	11	395	1501	472	184^	500	134^	281^	281^	251^	219^	632	108^	230^	287^	358	322^	102^	LT	267^	69v	
1 SAT. 6.35P 25 ABC SC						98	68	B	4.6	11	395	1501	472	184	500	134	281	281	251	219	632	108	230	287	358	322	102	LT	267	69		
2 SAT. 6.50P 10																																
CHARLIE BROWN&SNOOPY SHOW						2	148	152	A	3.4	11	292	1582	262^	180^	341^	214^	214^	66v	57v	127^	216^	185^	185^	21v	31v	31v	234^	163^	791	484	
SAT. 12.30P 30 CBS CA						79	77	B	3.4	11	292	1582	262	180	341	214	214	66	57	127	216	185	185	21	31	31	234	163	791	484		
DROIDS: ADVENTURES						2	208	209	A	5.2	19	447	2150	258^	123^	273^	106^	170^	187^	167^	71v	146^	32v	92^	92^	60v	54v	721	185^	1010	731	
SAT. 9.30A 30 ABC CA						99	99	B	5.2	19	447	2150	258	123	273	106	170	187	167	71	146	32	92	92	60	54	721	185	1010	731		
DUNGEONS AND DRAGONS						2	190	187	A	4.5	16	387	2049	350^	163^	482	283^	344^	198^	150^	138^	246^	123^	203^	162^	123^	LT	545	156^	776	651	
SAT. 11.30A 30 CBS CA						93	93	B	4.5	16	387	2049	350	163	482	283	344	198	150	138	246	123	203	162	123	LT	545	156	776	651		
EWOKS						2	208	209	A	5.3	21	455	2101	252^	121^	252^	107^	157^	157^	130^	95^	147^	59v	105^	78^	46v	42v	677	127^	1025	705	
SAT. 9.00A 30 ABC CA						99	99	B	5.3	21	455	2101	252	121	252	107	157	157	130	95	147	59	105	78	46	42	677	127	1025	705		
FACE THE NATION						47	131	130	A	2.7	10	232	1142	383^	117v	383^	LT	130v	130v	229^	253^	612	185^	357^	357^	275^	255^	LT	LT	133v	133v	
SUN. 10.30A 30 CBS CC						84	83	B	2.9	10	249																					
GET ALONG GANG						2	136	134	A	3.9	13	335	1591	341^	154^	361^	187^	295^	143^	108^	66v	182^	81v	98v	41v	57v	60v	200^	176^	848	526	
SAT. 1.00P 30 CBS CA						74	70	B	3.9	13	335	1591	341	154	361	187	295	143	108	66	182	81	98	41	57	60	200	176	848	526		
GUMMI BEARS						2	198	194	A	4.7	23	404	1797	191^	25v	191^	148^	171^	36v	43v	20v	144^	65v	104^	124^	59v	20v	219^	83v	1243	824	
SAT. 8.30A 30 NBC CA						97	97	B	4.7	23	404	1797	191	25	191	148	171	36	43	20	144	65	104	124	59	20	219	83	1243	824		
IN THE NEWS-11.56AM						2	189	187	A	4.0	14	344	1945	252^	131^	404	229^	262^	147^	121^	142^	264^	144^	239^	149^	120^	LT	470	98v	807	669	
SAT. 11.56A 3 CBS CN						93	93	B	4.0	14	344	1945	252	131	404	229	262	147	121	142	264	144	239	149	120	LT	470	98	807	669		
IN THE NEWS-12.26PM						2	163	167	A	3.1	11	266	1831	425^	279^	504^	297^	372^	207^	168^	132^	168^	131^	153^	67v	37v	LT	286^	143^	873	523	
SAT. 12.26P 3 CBS CN						83	83	B	3.1	11	266	1831	425	279	504	297	372	207	168	132	168	131	153	67	37	LT	286	143	873	523		
IN THE NEWS-12.56PM						2	147	152	A	3.3	11	283	1431	201^	131^	264^	180^	180^	43v	21v	84v	193^	169^	169^	LT	24v	24v	249^	177^	725	477^	
SAT. 12.56P 3 CBS CN						77	77	B	3.3	11	283	1431	201	131	264	180	180	43	21	84	193	169	169	LT	24	24	249	177	725	477		
IN THE NEWS-1.26PM						2	135	134	A	4.1	14	352	1548	284^	164^	306^	147^	238^	91v	91v	68v	197^	85v	116^	54v	68v	58v	216^	168^	829	495	
SAT. 1.26P 3 CBS CN						73	70	B	4.1	14	352	1548	284	164	306	147	238	91	91	68	197	85	116	54	68	58	216	168	829	495		
IT'S PUNKY BREWSTER						2	199	199	A	7.3	26	627	1686	365	249	391	280	320	177^	87^	54v	130^	91^	118^	75^	27v	12v	184^	107^	981	519	
SAT. 10.30A 30 NBC CA						98	97	B	7.3	26	627	1686	365	249	391	280	320	177	87	54	130	91	118	75	27	12	184	107	981	519		
KIDD VIDEO						2	160	175	A	5.9	21	507	1927	376	192^	395	216^	253^	181^	118^	129^	272	214^	252^	119^	38v	20v	178^	141^	1082	703	
SAT. 11.30A 30 NBC CA						80	94	B	5.9	21	507	1927	376	192	395	216	253	181	118	129	272	214	252	119	38	20	178	141	1082	703		
LAND OF THE LOST						2	163	167	A	3.4	12	292	2017	405^	302^	514	290^	383^	236^	196^	131^	210^	179^	195^	78v	31v	LT	358^	140^	935	601	
SAT. 12.00N 30 CBS CL						83	83	B	3.4	12	292	2017	405	302	514	290	383	236	196	131	210	179	195	78	31	LT	358	140	935	601		

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)													
														TOTAL	18-34	WOMEN 18-25-35-64 55+			MEN 18-25-35-64 55+					TOTAL FEM.	TOTAL 6-11														
WEEKEND DAYTIME CONT'D																																							
LITTLES														2	190	189	A	4.1	15	352	1239	198	71	237	119	152	153	65	68	84	60	84	64	24	LT	214	214	704	443
SAT. 11.30A 30 ABC CA														94	94	B	4.1	15	352	1239	198	71	237	119	152	153	65	68	84	60	84	64	24	LT	214	214	704	443	
MEET THE PRESS														45	144	139	A	2.0	7	172	1640	704	76	855	401	494	163	337	326	646	215	290	285	274	338	46	LT	93	LT
SUN. 12.00N 30 NBC CC														88	86	B	3.0	10	258																				
MR. T														2	147	157	A	4.0	15	344	1756	391	192	409	192	250	155	182	110	212	135	186	107	60	26	215	125	920	451
SAT. 12.00N 30 NBC CA														77	82	B	4.0	15	344	1756	391	192	409	192	250	155	182	110	212	135	186	107	60	26	215	125	920	451	
MUPPET BABIES & MONSTERS														2	204	203	A	5.0	19	430	2033	349	88	456	293	393	232	122	59	211	130	195	167	81	LT	228	51	1138	664
SAT. 9.00 - 9.30 60 CBS CA														98	98	B	5.0	19	430	2033	349	88	456	293	393	232	122	59	211	130	195	167	81	LT	228	51	1138	664	
9.30 - 10.00														A	5.4	21	464	2086	354	97	492	315	417	249	134	66	213	131	198	167	82	LT	201	40	1180	713			
A														4.4	16	378	2053	365	80	439	283	388	226	117	51	215	137	199	170	78	LT	264	62	1135	630				
NBC MAJOR LEAGUE PRE GAME														22	184	179	A	4.4	15	378	1262	544	190	581	251	289	286	178	208	279	118	138	85	60	141	74	74	328	257
1 SAT. 1.00P 17 NBC SC														96	94	B	4.5	16	387																				
2 SAT. 3.00P 18																																							
NBC MAJOR LEAGUE BASEBALL														22	186	194	A	5.3	16	455	1314	523	150	538	201	266	302	189	216	637	217	330	281	218	301	29	20	110	61
1 SAT. 1.17P 188 NBC SE														97	98	B	6.4	21	550																				
2 SAT. 3.18P 168																																							
1.00 - 1.30														A	4.4	14	378	1153	447	106	468	125	252	268	143	200	434	201	320	230	119	114	13	13	238	220			
1.30 - 2.00														A	5.4	17	464	1233	457	118	457	122	235	260	238	197	632	215	330	253	257	302	15	15	129	110			
2.00 - 2.30														A	5.7	18	490	1096	306	78	306	102	129	168	107	138	682	308	378	281	174	304	10	10	98	16			
2.30 - 3.00														A	6.5	20	558	1403	341	108	341	87	174	254	167	87	842	366	481	362	264	361	9	9	211	70			
3.00 - 3.30														A	5.9	19	507	1377	499	159	501	168	206	282	179	208	721	307	432	350	242	289	34	34	121	67			
3.30 - 4.00														A	5.5	17	472	1273	536	149	564	198	250	297	203	244	585	196	282	255	171	303	46	46	78	53			
4.00 - 4.30														A	5.4	16	464	1308	586	164	612	220	293	326	226	263	618	183	325	289	202	293	22	15	56	39			
4.30 - 5.00														A	4.4	13	378	1571	754	141	778	456	510	514	232	209	612	92	251	326	330	286	90	21	91	42			
5.00 - 5.30														A	4.3	12	369	1355	628	241	707	320	393	363	170	276	515	67	249	249	266	266	31	17	102	51			
5.30 - 6.00														A	4.7	13	404	1097	577	247	586	235	282	310	152	266	401	87	87	43	104	314	13	LT	97	50			
NFL '85-NBC														2	203	202	A	4.9	15	421	1653	626	192	688	301	453	291	300	208	795	338	540	489	379	186	75	LT	95	38
SUN. 12.30P 30 NBC SC														99	98	B	4.9	15	421	1653	626	192	688	301	453	291	300	208	795	338	540	489	379	186	75	LT	95	38	
NFL FOOTBALL GAME 1-NBC														2	208	199	A	10.2	26	876	1509	503	197	521	222	323	281	216	157	802	291	553	525	401	200	91	LT	95	60
1 SUN. 1.00P 188 NBC SE														99	83	B	10.2	26	876	1509	503	197	521	222	323	281	216	157	802	291	553	525	401	200	91	LT	95	60	
2 SUN. 1.00P 203																																							
1.00 - 1.30														A	8.1	23	696	1467	514	191	540	254	353	247	216	162	798	305	556	519	410	198	72	LT	57	30			
1.30 - 2.00														A	9.8	26	842	1526	520	186	539	246	351	284	220	154	827	317	575	537	397	198	81	LT	79	50			
2.00 - 2.30														A	10.1	25	868	1555	529	210	532	235	343	297	227	151	817	285	568	566	412	193	95	LT	111	63			
2.30 - 3.00														A	10.6	27	911	1516	512	208	512	212	315	283	217	159	816	306	578	546	399	191	98	5	90	54			
3.00 - 3.30														A	11.5	28	988	1471	478	181	483	189	264	275	191	163	816	285	560	549	430	195	81	LT	91	48			
3.30 - 4.00														A	11.5	27	988	1498	481	183	511	226	301	279	193	159	803	272	539	513	415	218	92	8	92	71			
4.00 - 4.30														A	9.5	22	816	1537	486	253	555	146	326	293	295	185	727	256	456	383	317	246	133	30	122	96			
NFL FOOTBALL GAME 2-NBC														1	210		A	15.2	33	1306	1798	506	242	637	243	424	361	331	164	917	306	603	586	467	246	113	31	131	93
2 SUN. 4.27P 171 NBC SE														93		B	15.2	33	1306	1798	506	242	637	243	424	361	331	164	917	306	603	586	467	246	113	31	131	93	
4.30 - 5.00														A	13.2	31	1134	1800	528	240	664	255	441	343	339	175	934	310	619	567	480	282	94	24	108	84			
5.00 - 5.30														A	15.8	37	1357	1714	448	212	577	188	365	307	333	173	939	302	602	590	481	272	97	23	101	80			
5.30 - 6.00														A	15.8	36	1357	1682	461	248	619	202	389	328	362	185	893	287	568	568	461	251	117	29	53	33			
6.00 - 6.30														A	15.8	33	1357	1815	502	275	626	271	429	378	297	141	951	338	650	615	470	227	102	22	136	98			
6.30 - 7.00														A	15.2	31	1306	1802	524	250	632	264	448	389	314	139	932	314	611	614	481	229	69	10	169	127			
7.00 - 7.30														A	16.2	31	1392	2049	635	222	752	315	518	463	347	168	785	242	518	545	416	193	234	95	278	165			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1985 REPORT

PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
														TOTAL	18- 34	WOMEN 18- 25- 49 54	35- 64	55+	TOTAL	18- 34	MEN 18- 25- 49 54	35- 64	55+	TOTAL	18- 34	19- 25- 49 54	35- 64	55+	TOTAL	18- 34	19- 25- 49 54	35- 64	55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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SAT.	10.00A	60	CBS	CA		99 99		B	5.2	19	447	1897	329 117	383 254	338 171	108 45	280 138	208 161	99 43	388 122		846	584	
10.00 - 10.30								A	4.6	17	395	1820	299^102^	355 229^	302^144^	93^ 53^	269^113^	191^160^	105^ 51^	388 115^		808	542	
10.30 - 11.00								A	5.7	21	490	1992	355 132^	414 277	374 199^	127^ 40^	295 164^	227^167^	95^ 36^	393 128^		890	629	
SCOOBY'S MYSTERY FUNHOUSE	2	194	193					A	4.4	16	378	1386	196^ 30^	264^145^	183^134^	69^ 72^	103^ 79^	90^ 90^	24^ 13^	281^188^		738	418	
SAT.	11.00A	30	ABC	CA		94 93		B	4.4	16	378	1386	196 30	264 145	183 134	69 72	103 79	90 90	24 13	281 188		738	418	
SMURFS I	2	203	204					A	6.9	27	593	1528	272 47^	272 194^	227^120^	78^ 29^	187^ 89^	142^142^	53^ 45^	228 143^		841	517	
SAT.	9.00A	30	NBC	CA		99 99		B	6.9	27	593	1528	272 47	272 194	227 120	78 29	187 89	142 142	53 45	228 143		841	517	
SMURFS II	2	203	204					A	9.0	32	773	1662	289 96^	324 223	268 171^	78^ 43^	193 102^	152^152^	50^ 41^	223 145^		922	571	
SAT.	9.30A	30	NBC	CA		99 99		B	9.0	32	773	1662	289 96	324 223	268 171	78 43	193 102	152 152	50 41	223 145		922	571	
SMURFS III	2	203	204					A	8.9	32	765	1614	315 156^	366 226	297 192	124^ 58^	171^106^	147^124^	53^ 12^	161^138^		916	501	
SAT.	10.00A	30	NBC	CA		99 99		B	8.9	32	765	1614	315 156	366 226	297 192	124 58	171 106	147 124	53 12	161 138		916	501	
SNORKS	2	191	194					A	3.1	20	266	1496	180^ 38^	180^ 98^	146^ 48^	82^ 34^	151^ 91^	117^151^	60^	LT		112^	LT	1053 692
SAT.	8.00A	30	NBC	CA		96 96		B	3.1	20	266	1496	180 38	180 98	146 48	82 34	151 91	117 151	60	LT		112	LT	1053 692
SPIDERMAN AND FRIENDS	2	110	128					A	3.2	11	275	1665	295^219^	313^113^	150^142^	160^120^	102^	LT	44^ 44^	102^ 58^	265^109^		985	521
SAT.	12.30P	30	NBC	CA		57 68		B	3.2	11	275	1665	295 219	313 113	150 142	160 120	102	LT	44 44	102 58	265 109		985	521
SPORTSBEAT	1	65						A	.7	2	60	1200^	366^100^	366^200^	200^200^	LT 166^	834^250^	384^384^	418^450^	LT	LT		LT	LT
1 SUN.	12.30P	30	ABC	SC		50		B	.7	2	60	1200	366 100	366 200	200 200	LT 166	834 250	384 384	418 450	LT	LT		LT	LT
SUNDAY MORNING	48	176	173					A	4.7	20	404	1280	622 307^	738 153^	362 382	442 304^	428 134^	183^158^	155^233^	27^	LT		87^	57^
SUN.	9.00A	90	CBS	N		96 96		B	4.5	19	387													
9.00 - 9.30								A	4.3	20	369	1341	663 292^	771 110^	332^422	474 349^	457 162^	211^178^	173^233^	34^	LT		79^	28^
9.30 - 10.00								A	5.2	22	447	1166	536 291^	662 100^	316 348	421 314	418 98^	154^131^	160^255^	28^ 16^		58^	58^	
10.00 - 10.30								A	4.7	19	404	1334	669 324^	780 250^	435 375	420 250^	411 142^	191^176^	138^203^	26^	LT		117^	80^

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
															TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11							
WEEKEND DAYTIME CONT'D																																			
SUPERPOWERS TEAM										2	197	198	A	4.8	17	412	1840	246	108	246	92	204	218	154	28	233	140	140	103	14	79	373	150	988	712
SAT. 10.00A 30 ABC CA										97	97	B	4.8	17	412	1840	246	108	246	92	204	218	154	28	233	140	140	103	14	79	373	150	988	712	
13 GHOSTS OF SCOOBY-DOO										2	197	199	A	4.2	15	361	1839	275	97	305	147	210	181	116	95	138	130	138	107	LT	LT	354	155	1042	704
SAT. 10.30A 30 ABC CA										96	96	B	4.2	15	361	1839	275	97	305	147	210	181	116	95	138	130	138	107	LT	LT	354	155	1042	704	
THIS WEEK-DAVID BRINKLEY										44	182	180	A	3.6	10	309	1521	690	197	738	168	219	244	237	393	618	143	149	181	239	382	61	52	104	16
SUN. 11.30A 60 ABC N										97	96	B	3.8	12	326																				
11.30 - 12.00												A	3.4	10	292	1545	661	161	737	205	247	258	206	370	647	185	199	189	250	375	64	44	97	35	
12.00 - 12.30												A	3.9	11	335	1427	684	216	705	126	186	225	251	393	567	99	99	164	221	373	50	50	105	LT	
WUZZLES										2	199	198	A	4.5	22	387	1669	206	83	242	165	196	109	31	46	45	LT	45	45	45	LT	209	57	1173	814
SAT. 8.30A 30 CBS CA										97	97	B	4.5	22	387	1669	206	83	242	165	196	109	31	46	45	LT	45	45	45	LT	209	57	1173	814	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. SEPT. 16, 1985

		Nielsen NATIONAL TV AUDIENCE ESTIMATES																	
		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						12,030 14.0				30,410 35.4								
	ABC TV						HARDCASTLE & MCCORMICK (R)(SD)				NFL MONDAY NIGHT FOOTBALL PITTSBURGH VS CLEVELAND (9:00-12:11AM)(SD)(-OP)								
	AVERAGE AUDIENCE (Households (000) & %)						8,250 9.6	9.2*		9.9*	15,550 18.1	18.3*		21.0* 32 *		20.4* 32 *		18.3* 31 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						16 9.3	16 *	9.8	16 *	31 17.0	28 *	20.8	21.2	20.7	20.1	18.7	17.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,860 17.3				17,010 19.8		16,320 19.0		16,060 18.7				
	CBS TV						SCARECROW & MRS. KING (R)(SUS-SD)				KATE & ALLIE (R)		NEWHART (R)(SD)		CAGNEY & LACEY (R)				
	AVERAGE AUDIENCE (Households (000) & %)						11,600 13.5	12.7*		14.2*	14,260 16.6		13,830 16.1		11,850 13.8	13.8*		13.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						22 12.0	21 *	13.9	22 *	25 16.3	16.9	16.1	16.1	13.9	13.8	13.6	14.1	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)						17,950 20.9				20,620 24.0								
	NBC TV						NBC ALL-STAR HOUR (SD)				NBC MONDAY NIGHT MOVIES MIRACLES (SD)								
	AVERAGE AUDIENCE (Households (000) & %)						13,570 15.8	15.1*		16.5*	11,850 13.8	14.1*		14.8* 22 *		14.0* 23 *		12.5* 23 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						25 14.4	25 *	16.5	25 *	22 14.1	21 *	14.9	14.7	14.2	13.7	13.0	12.0	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)						16,410 19.1				30,320 35.3								
	ABC TV						HARDCASTLE & MCCORMICK (SD)				NFL MONDAY NIGHT FOOTBALL L.A. RAMS VS SEATTLE (9:00-12:09AM)(-OP)								
	AVERAGE AUDIENCE (Households (000) & %)						12,710 14.8	13.9*		15.6*	15,290 17.8	17.5*		19.3* 28 *		19.3* 28 *		17.2* 27 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 13.4	22 *	15.4	24 *	29 16.9	26 *	19.0	19.6	19.4	19.3	17.2	17.2	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)						18,730 21.8				24,310 28.3								
	CBS TV						SCARECROW & MRS. KING (SD)				SPECIAL MOVIE PRSNT-MON IZZY & MOE (SD)								
	AVERAGE AUDIENCE (Households (000) & %)						14,950 17.4	16.9*		17.8*	15,380 17.9	18.2*		18.4* 27 *		17.8* 27 *		17.2* 29 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 16.3	26 *	17.9	26 *	27 18.1	26 *	18.7	18.1	18.3	17.4	17.3	17.0	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)						20,360 23.7				27,660 32.2								
	NBC TV						TV BLOOPERS & PRAC. JOKES (SD)				NBC MONDAY NIGHT MOVIES FAMILY TIES VACATION								
	AVERAGE AUDIENCE (Households (000) & %)						14,770 17.2	16.4*		17.9*	18,980 22.1	22.4*		23.5* 34 *		22.4* 34 *		20.3* 34 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 16.0	25 *	17.5	26 *	33 21.8	32 *	23.5	23.6	22.7	22.1	21.2	19.4	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	50.9	52.2	54.0	56.5	59.1	61.2	64.0	66.6	66.8	67.2	66.4	65.6	63.2	60.2	57.1	53.6	
		WK. 2	58.8	59.7	60.8	62.1	63.8	65.9	67.1	68.4	69.3	69.6	69.6	68.6	67.0	64.6	61.3	57.8	

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE. MON. SEPT. 23, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. SEPT.17, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)								13,400 15.6				20,960 24.4					
	ABC TV								REAGAN NEWS CONF.-ABC (8:00-8:39PM) (SUS)(-OP)	WHO'S THE BOSS? (8:39-9:00PM) (R)(OP)				OUR FAMILY HONOR (9:00-10:54PM)(SD)				
	AVERAGE AUDIENCE (Households (000) & %)								11,770 13.7				13,230 15.4					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %								22 12.6				25 14.1	14.3* 22 * 14.6	15.9* 25 * 15.9		15.8* 26 * 15.5	15.6* 29 * 15.3
E E K 2	TOTAL AUDIENCE (Households (000) & %)								18,810 21.9								15,380 17.9	
	CBS TV								REAGAN NEWS CONF.-CBS (8:00-8:39PM) (SUS)(-OP)					CBS TUESDAY NIGHT MOVIES SUNSET LIMOUSINE (8:39-10:39PM) (R)(SD)(OP)(-OP)				WEST 57TH (10:39-11:39PM) (SD)(OP)(-OP)
	AVERAGE AUDIENCE (Households (000) & %)								9,020 10.5								8,590 10.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %								17 8.2	7.9* 13 * 7.8			10.1* 15 * 10.1	10.8* 17 * 10.8		12.1* 19 * 12.2	10.0* 21 10.2	10.0* 19 * 9.9
E E K 2	TOTAL AUDIENCE (Households (000) & %)								21,990 25.6				21,820 25.4				17,270 20.1	
	NBC TV								REAGAN NEWS CONF.-NBC (8:00-8:39PM) (SUS)(-OP)					A TEAM (8:39-9:30PM) (R)(SD)(OP)			BOB HOPE BUYS NBC	REMINGTON STEELE (10:30-11:30PM) (R)(-OP)
	AVERAGE AUDIENCE (Households (000) & %)								15,980 18.6	15.7* 25 * 16.0			15,630 18.2	19.2* 29 * 19.4		17.1* 28 * 16.9	14.2 28 13.0	13.7* 25 * 14.4
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %								29 15.0	25 * 16.0			31 * 21.1	29 * 19.0		28 * 17.3	28 16.9	25 * 14.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)								19,930 23.2				19,330 22.5				13,140 15.3	
	ABC TV								WHO'S THE BOSS? (8:00-8:39PM) (SUS)(-OP)	GROWING PAINS (8:39-9:00PM) (R)(OP)				MOONLIGHTING (SD)				OUR FAMILY HONOR
	AVERAGE AUDIENCE (Households (000) & %)								17,520 20.4	15,890 18.5			15,120 17.6	17.6* 26 * 17.4		17.7* 27 * 17.7	10,050 11.7	11.1* 19 * 10.9
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %								33 19.7	28 18.4	18.5		27 17.8	26 * 17.4		27 * 17.7	20 12.6	20 * 12.0
E E K 2	TOTAL AUDIENCE (Households (000) & %)								10,650 12.4				18,210 21.2					
	CBS TV									HOMETOWN (SD)							CBS TUESDAY NIGHT MOVIES THE OTHER LOVER (SD)	
	AVERAGE AUDIENCE (Households (000) & %)								6,790 7.9	7.7* 12 * 7.6			11,850 13.8	12.2* 18 * 13.0		13.0* 20 * 13.3	14.8* 24 * 14.9	14.9* 26 * 15.1
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %								12 7.8	12 * 7.6	8.0		22 11.4	18 * 13.0		20 * 12.7	24 * 14.8	26 * 15.1
E E K 2	TOTAL AUDIENCE (Households (000) & %)								26,110 30.4								18,730 21.8	
	NBC TV													A TEAM (SD)			REMINGTON STEELE	
	AVERAGE AUDIENCE (Households (000) & %)								17,180 20.0	18.3* 29 * 18.9			20.9* 31 * 20.5	19.7* 30 * 18.9		15,460 18.0	18.4* 30 * 18.4	17.6* 31 * 17.9
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %								31 17.7	29 * 18.9	20.9		31 * 21.3	30 * 20.5		30 18.4	30 * 18.4	31 * 17.9
TV HOUSEHOLDS USING TV WK. 1		50.8	52.4	54.5	57.3	58.6	60.3	62.6	63.3	64.6	65.5	65.2	64.3	60.5	58.9	54.9	51.0	
(See Def. 1) WK. 2		53.2	55.9	57.4	59.6	61.6	63.7	65.6	66.9	66.5	66.8	66.3	65.0	61.8	60.3	58.6	56.3	

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.TUE. SEPT.24, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. SEPT.18, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					19,410 22.6											
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					9,110 10.6	9.5*		10.0*		10.9*		11.4*		11.6*		10.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					18 9.3	17 *	9.9	16 *	11.0	17 *	11.3	18 *	11.8	20 *	11.0	19 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,090 19.9				15,980 18.6		14,170 16.5		19,500 22.7			
	CBS TV							STIR CRAZY (80S-SD)		CHARLIE & COMPANY		GEORGE BURNS COMEDY (80)					
	AVERAGE AUDIENCE (Households (000) & %)					12,370 14.4	14.1*		14.7*	13,830 16.1		12,460 14.5		15,720 18.3	18.2*		18.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 13.5	25 *	14.9	24 *	25 16.0	16.3	23 14.1	14.9	32 18.0	31 *	18.9	34 *
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					21,300 24.8				20,530 23.9				16,660 19.4			
	NBC TV							HIGHWAY TO HEAVEN (80)				HELL TOWN (80)			ST. ELSEWHERE		
	AVERAGE AUDIENCE (Households (000) & %)					16,240 18.9	17.4*		20.4*	16,060 18.7	17.9*		19.6*	12,630 14.7	15.1*		14.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					32 16.7	30 *	19.9	33 *	30 17.8	28 *	31 *	19.9	26 15.5	25 *	14.4	26 *

W E E K 4	TOTAL AUDIENCE (Households (000) & %)					19,160 22.3				27,920 32.5				21,650 25.2			
	ABC TV							INSIDERS (80)		DYNASTY (80)				HOTEL			
	AVERAGE AUDIENCE (Households (000) & %)					12,800 14.9	13.4*		16.3*	24,140 28.1	27.4*		28.8*	18,300 21.3	21.9*		20.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 13.4	22 *	15.2	25 *	42 27.0	41 *	28.9	43 *	35 22.0	35 *	21.1	35 *
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					11,510 13.4				10,570 12.3		10,140 11.8		15,890 18.5			
	CBS TV							STIR CRAZY (80S-SD)		CHARLIE & COMPANY		GEORGE BURNS COMEDY (80)					
	AVERAGE AUDIENCE (Households (000) & %)					7,730 9.0	9.0*		9.0*	9,020 10.5		9,110 10.6		12,280 14.3	14.6*		14.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					14 9.4	15 *	8.7	14 *	16 10.0	11.0	16 10.5	10.8	23 14.4	23 *	14.3	24 *
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					22,590 26.3				16,410 19.1				14,770 17.2			
	NBC TV							HIGHWAY TO HEAVEN (80)				HELL TOWN			ST. ELSEWHERE		
	AVERAGE AUDIENCE (Households (000) & %)					17,950 20.9	20.3*		21.5*	12,970 15.1	14.7*		15.5*	11,850 13.8	13.8*		13.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					33 19.2	33 *	21.8	33 *	22 14.7	22 *	23 15.5	23 *	23 13.5	22 *	13.8	23 *

TV HOUSEHOLDS USING TV	WK. 1	49.8	51.9	53.4	54.8	55.8	59.0	61.0	62.8	62.9	63.4	62.6	62.9	60.3	58.6	56.7	52.6
(See Def. 1)	WK. 2	54.0	55.6	56.3	57.5	59.9	61.9	63.5	65.3	66.0	67.3	67.8	67.7	63.8	62.7	60.4	58.0

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.WED. SEPT.25, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. SEPT.19, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{														
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{														
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{														
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{														
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{														

W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{														
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{														
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{														
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{														
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{														
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{														

TV HOUSEHOLDS USING TV	WK. 1	49.0	50.4	52.0	55.5	59.5	62.1	63.1	64.0	63.8	64.9	63.2	62.7	59.9	59.2	57.2	54.8
(See Def. 1)	WK. 2	56.6	58.1	59.4	61.6	64.6	66.3	66.2	66.6	66.5	67.2	67.0	66.9	65.6	65.7	63.6	60.6

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.THU. SEPT.26, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. SEPT.20, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,660 19.4				18,980 22.1							
	ABC TV							WEBSTER (SD)					SPENSER: FOR HIRE (9:00-10:57PM)(SD)				
	AVERAGE AUDIENCE (Households (000) & %)					11,850 13.8	13.3*		14.3*	12,030 14.0	13.4*		14.1*		14.5*		13.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 12.9	24 *		25 *	24 13.4	23 *		23 *		25 *		25 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					9,620 11.2		15,980 18.6						12,370 14.4			
	CBS TV							HOW BUGS BUNNY WON-WEST (R)			DALLAS (R)(SUS-SD)(SD)				FALCON CREST (R)		
	AVERAGE AUDIENCE (Households (000) & %)					7,820 9.1		10,820 12.6	10.2*		13.4*		14.2*	9,880 11.5	11.2*		11.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 8.9	9.2	21 9.5	18 *		23 *		23 *	20 11.1	19 *	11.7	21 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					20,270 23.6								18,730 21.8			
	NBC TV									KNIGHT RIDER (SD)					MIAMI VICE (R)		
	AVERAGE AUDIENCE (Households (000) & %)					13,140 15.3	13.0*		15.0*		16.2*		17.1*	14,600 17.0	16.9*		17.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 12.4	24 *		26 *		27 *		28 *	30 16.7	29 *	17.0	30 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,090 16.4		11,600 13.5		9,790 11.4				7,390 8.6			
	ABC TV							WEBSTER	MR. BELVEDERE (SD)			DIFF'RENT STROKES (SD)			SPENSER: FOR HIRE		
	AVERAGE AUDIENCE (Households (000) & %)					11,850 13.8		9,960 11.6		7,730 9.0	8.9*		9.2*	5,410 6.3	6.2*		6.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 13.0	14.5	19 11.8		14 8.8	14 *	9.5	14 *	10 6.5	10 *	6.3	10 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					22,250 25.9				24,830 28.9							
	CBS TV							TWILIGHT ZONE (SUS-SD)						DALLAS (SD)			
	AVERAGE AUDIENCE (Households (000) & %)					15,200 17.7	16.6*		18.7*	20,270 23.6	22.4*		23.7*		24.5*		24.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 17.1	29 *		31 *	37 21.8	34 *	23.5	36 *	24.4	39 *	24.3	39 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,580 19.3				27,830 32.4							
	NBC TV									KNIGHT RIDER (SD)					MIAMI VICE		
	AVERAGE AUDIENCE (Households (000) & %)					12,110 14.1	12.4*		15.8*	19,930 23.2	22.4*		22.9*		23.4*		24.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 11.6	22 *		26 *	37 22.1	34 *	23.0	35 *	23.2	38 *	24.3	39 *
TV HOUSEHOLDS USING TV WK. 1		45.7	47.1	48.5	51.4	53.6	55.2	57.4	58.1	58.9	60.0	60.3	60.6	58.8	58.1	56.8	55.0
(See Def. 1)		WK. 2	51.8	53.3	53.8	54.9	55.9	57.5	58.8	64.6	65.4	65.6	64.7	62.7	62.2	62.0	60.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.FRI. SEPT.27, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. SEPT.21, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,660 19.4				18,640 21.7						
	ABC TV					HOLLYWOOD BEAT (SD)				LIME STREET (SD)						
	AVERAGE AUDIENCE (Households (000) & %)					10,740 12.5				12,630 14.7						
	SHARE OF AUDIENCE %					23				26						
W E E K 2	AVG. AUD. BY ¼ HR. %					10.7				14.1						
	TOTAL AUDIENCE (Households (000) & %)					10,570 12.3				13,230 15.4						
	CBS TV					AIRWOLF (R)(SD)				CBS SATURDAY NIGHT MOVIE USED CARS (R)(SD)						
	AVERAGE AUDIENCE (Households (000) & %)					7,650 8.9				6,360 7.4						
W E E K 3	SHARE OF AUDIENCE %					17				13						
	AVG. AUD. BY ¼ HR. %					8.0				7.2						
	TOTAL AUDIENCE (Households (000) & %)					16,060 18.7				21,560 25.1						
	NBC TV					GIMME A BREAK				GOLDEN GIRLS						
W E E K 4	AVERAGE AUDIENCE (Households (000) & %)					13,740 16.0				17,700 20.6						
	SHARE OF AUDIENCE %					31				37						
	AVG. AUD. BY ¼ HR. %					14.7				21.0						
	HUNTER															

W E E K 5	TOTAL AUDIENCE (Households (000) & %)					10,480 12.2				13,740 16.0						
	ABC TV					HOLLYWOOD BEAT (SD)				LIME STREET (SD)						
	AVERAGE AUDIENCE (Households (000) & %)					7,820 9.1				10,570 12.3						
	SHARE OF AUDIENCE %					16				22						
W E E K 6	AVG. AUD. BY ¼ HR. %					9.4				13.2						
	TOTAL AUDIENCE (Households (000) & %)					13,920 16.2				21,900 25.5						
	CBS TV					AIRWOLF (SD)				CBS SATURDAY NIGHT MOVIE NATIONAL LAMPOON'S VACATION (SD)						
	AVERAGE AUDIENCE (Households (000) & %)					10,310 12.0				13,400 15.6						
W E E K 7	SHARE OF AUDIENCE %					21				27						
	AVG. AUD. BY ¼ HR. %					11.5				15.5						
	TOTAL AUDIENCE (Households (000) & %)					15,290 17.8				18,210 21.2						
	NBC TV					GIMME A BREAK				GOLDEN GIRLS						
W E E K 8	AVERAGE AUDIENCE (Households (000) & %)					12,800 14.9				13,400 15.6						
	SHARE OF AUDIENCE %					27				26						
	AVG. AUD. BY ¼ HR. %					14.0				16.1						
	HUNTER															

TV HOUSEHOLDS USING TV	WK. 1	44.7	45.2	47.3	48.3	50.1	52.7	54.2	55.1	56.4	57.0	56.4	56.5	55.9	56.1	55.5	54.3
(See Def. 1)	WK. 2	46.7	48.2	49.6	51.8	54.6	56.2	57.7	58.8	59.8	60.1	59.7	59.3	57.3	56.4	56.1	54.9

U.S. TV Households: 85,900,000

(1) CBS COLLEGE FOOTBALL, TEXAS VS STANFORD & UCLA VS WASHINGTON, CBS, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE.SAT. SEPT.28, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			3,180 3.7													
	ABC TV			ABC WEEKEND REPORT- SAT.													
	AVERAGE AUDIENCE (Households (000) & %)			3,090 3.6													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			9 3.6													
	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
	TOTAL AUDIENCE (Households (000) & %)			11,600 13.5													
	NBC TV			SATURDAY NIGHT (11:30-12:51AM) (SUSTAINING 12:51-1:00AM)													
	AVERAGE AUDIENCE (Households (000) & %)			6,180 7.2	8.3*		7.1*		5.7*								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			22 8.4	22* 8.2		22* 6.4		22* 5.8		5.3						

W E E K 2	TOTAL AUDIENCE (Households (000) & %)			2,830 3.3													
	ABC TV			ABC WEEKEND REPORT- SAT.													
	AVERAGE AUDIENCE (Households (000) & %)			2,750 3.2													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			8 3.2													
	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
	TOTAL AUDIENCE (Households (000) & %)			11,680 13.6													
	NBC TV			SATURDAY NIGHT (11:30-12:58PM) (SUSTAINING 12:58-1:00AM)													
	AVERAGE AUDIENCE (Households (000) & %)			6,700 7.8	9.2*		7.8*		6.2*								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			24 9.4	24* 9.0		24* 7.5		24* 6.5		5.8						
TV HOUSEHOLDS USING TV		WK. 1	50.9	46.9	40.7	36.2	33.3	29.8	26.5	24.4	21.4	19.0	16.9	15.5	13.4	12.0	10.9
(See Def. 1)		WK. 2	50.2	47.1	40.4	36.5	33.2	31.0	27.7	24.0	20.7	18.6	16.5	14.5	12.5	11.4	10.1
																	9.9 8.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SAT. SEPT.28, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEPT.22, 1985

W
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E
K
1TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %W
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2TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV
(See Def. 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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12,540					30,320											
14.6					35.3											

RIPLEY'S BELIEVE IT-NOT
(R)EMMY AWARDS
(SD)

8,070					15,980											
9.4					18.6											

8.9*

17 *

9.4

10.3

13.9

17.6

18.8

19.6

20.1

21.0

21.6

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U.S. TV Households: 85,900,000
 (1) CBS NFL FOOTBALL GAME 2, SAN FRANCISCO VS L.A. RAIDERS, CBS, (4:22-7:17PM)
 (2) NFL FOOTBALL GAME 2-NBC, VARIOUS TEAMS AND TIMES, NBC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE.SUN. SEPT.29, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEPT.22, 1985

NATIONAL TV AUDIENCE ESTIMATES																		
TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	3,180 3.7 (1)															
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,010 3.5															
	SHARE OF AUDIENCE %	%	10															
	AVG. AUD. BY ¼ HR. %	%	3.6	3.2														
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	4,210 4.9 (2) (-OP)															
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,780 4.4															
	SHARE OF AUDIENCE %	%	10															
	AVG. AUD. BY ¼ HR. %	%	11.4	4.4	4.1													
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					1,370 1.6											
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,370 1.6											
	SHARE OF AUDIENCE %	%					6											
	AVG. AUD. BY ¼ HR. %	%					1.6											
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					1,980 2.3											
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,890 2.2											
	SHARE OF AUDIENCE %	%					13											
	AVG. AUD. BY ¼ HR. %	%	16.8	15.8			2.2											
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	5,930 6.9															
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,930 6.9															
	SHARE OF AUDIENCE %	%	13															
	AVG. AUD. BY ¼ HR. %	%	6.9															
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					1,630 1.9											
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,460 1.7											
	SHARE OF AUDIENCE %	%					6											
	AVG. AUD. BY ¼ HR. %	%					1.7											
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	50.0	43.9	36.4	30.0	25.5	22.0	19.4	17.0	14.1	12.1	10.3	9.1	8.2	7.2	6.7	6.1
		WK. 2	53.8	46.8	36.3	31.9	26.4	22.9	19.9	17.5	14.2	12.7	11.4	9.9	8.5	7.0	6.1	5.6

U.S. TV Households: 85,900,000

(1) ABC WEEKEND REPORT-SUN., ABC, (11:19-11:34PM)

(2) TRAPPER JOHN, M.D., CBS, (10:17-11:17PM)

For explanation of symbols, See page A.

EVE.SUN. SEPT.29, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT. 16-20, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,980 5.8	{		5,410 6.3	{		(SUS-OP)				
	ABC TV		GOOD MORNING, AMERICA-730 (CO-OP)	(PARTICIPATING)	(CO-OP)	(PARTICIPATING)							
	AVERAGE AUDIENCE (Households (000) & %)	{	4,210 4.9	{		4,550 5.3	{						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	26 4.9	4.9		25 5.3	5.2						
E K 2	TOTAL AUDIENCE (Households (000) & %)	{	2,660 3.1	{		3,180 3.7	{		4,120 4.8	3,260 3.8			
	CBS TV		CBS MORNING NEWS 1		CBS MORNING NEWS 2			\$25,000 PYRAMID (MTWTF)(SUS-OP)	PRESS YOUR LUCK				
	AVERAGE AUDIENCE (Households (000) & %)	{	2,060 2.4	{		2,410 2.8	{		3,350 3.9	2,580 3.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13 2.4	2.4		13 2.8	2.9		18 3.8	14 2.8	3.1		
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,640 5.4	{		4,980 5.8	{		2,580 3.0	3,690 4.3			
	NBC TV		TODAY SHOW-7.30AM (CO-OP)	(PARTICIPATING)	TODAY SHOW-8.30AM (CO-OP)	(PARTICIPATING)		SILVER SPOONS M-F (MTWTF)(SUS-OP)	SALE OF THE CENTURY				
	AVERAGE AUDIENCE (Households (000) & %)	{	3,610 4.2	{		4,040 4.7	{		2,060 2.4	3,090 3.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	22 4.2	4.1		22 4.7	4.6		11 2.3	17 3.4	3.8		
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,410 6.3	{		5,580 6.5	{						
	ABC TV		GOOD MORNING, AMERICA-730 (CO-OP)	(PARTICIPATING)	GOOD MORNING, AMERICA-830 (CO-OP)	(PARTICIPATING)							
	AVERAGE AUDIENCE (Households (000) & %)	{	4,210 4.9	{		4,550 5.3	{						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	23 4.9	4.9		23 5.3	5.3						
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,520 4.1	{		4,040 4.7	{		4,470 5.2	3,520 4.1			
	CBS TV		CBS MORNING NEWS 1		CBS MORNING NEWS 2			\$25,000 PYRAMID	PRESS YOUR LUCK				
	AVERAGE AUDIENCE (Households (000) & %)	{	2,580 3.0	{		3,180 3.7	{		3,690 4.3	3,010 3.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	14 2.9	3.2		16 3.5	3.7		18 4.1	15 3.3	3.6		
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,670 6.6	{		5,150 6.0	{		2,230 2.6	3,780 4.4			
	NBC TV		TODAY SHOW-7.30AM (CO-OP)	(PARTICIPATING)	TODAY SHOW-8.30AM (CO-OP)	(PARTICIPATING)		YOUR NUMBER'S UP	SALE OF THE CENTURY				
	AVERAGE AUDIENCE (Households (000) & %)	{	4,210 4.9	{		4,300 5.0	{		1,890 2.2	3,260 3.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	23 4.9	4.9		22 5.0	5.0		9 2.1	16 3.6	3.9		

TV HOUSEHOLDS USING TV	WK. 1	12.2	14.2	15.8	17.3	18.8	19.6	19.9	20.5	21.1	22.1	21.9	21.9	21.1	21.2	20.7	20.8
(See Def. 1)	WK. 2	13.5	15.6	17.3	19.4	21.3	22.1	22.3	22.6	22.8	23.4	23.5	23.5	23.4	23.5	22.9	23.2

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT. 23-27, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT. 16-20, 1985

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,230 2.6		2,150 2.5		3,180 3.7		3,780 4.4		8,330 9.7				8,070 9.4			
	ABC TV		ANGIE		ALL STAR BLITZ		RYAN'S HOPE		LOVING		ALL MY CHILDREN				ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	1,980 2.3		1,800 2.1		2,660 3.1		3,350 3.9		6,360 7.4				6,010 7.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	11 2.2		10 2.1		13 3.0		15 3.2		27 6.6		26* 7.3	29* 7.8	27 6.8	26* 6.8	27* 7.0	27* 7.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,070 5.9		6,530 7.6				8,330 9.7				6,610 7.7				4,900 5.7	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	4,380 5.1		5,670 6.6				6,100 7.1	6.9*		5,150 6.0	6.0*				4,300 5.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 4.8		30 6.2				28 6.8	28* 6.9		22 6.0	22* 6.0				19 4.9	5.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,610 7.7		4,470 5.2		3,610 4.2		3,010 3.5		6,870 8.0				5,500 6.4			
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,670 6.6		3,950 4.6		3,090 3.6		2,580 3.0		5,670 6.6	6.4*		6.8*	4,210 4.9	5.0*		5.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	31 6.4		21 4.6		15 3.5	3.8	12 3.0	3.0	24 6.1	24* 6.6		25* 6.7	19 4.9	19* 4.9	19* 5.0	19* 4.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	2,830 3.3		2,660 3.1		3,260 3.8		4,300 5.0		8,500 9.9				8,590 10.0			
	ABC TV		THREE'S A CROWD DAYTIME		ALL STAR BLITZ (M-TH)(OP)		RYAN'S HOPE		LOVING		ALL MY CHILDREN				ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,410 2.8		2,150 2.5		2,750 3.2		3,690 4.3		6,530 7.6				6,360 7.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12 2.7		11 2.4		12 3.1	3.2	16 4.2	4.5	26 6.7	25* 7.5		28* 8.0	26 7.3	26* 7.3	27* 7.4	27* 7.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,760 6.7		7,300 8.5				8,680 10.1				7,040 8.2				4,810 5.6	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	4,900 5.7		6,270 7.3				6,360 7.4	7.4*		5,410 6.3	6.2*				4,470 5.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 5.4		30 7.1				28 7.3	28* 7.4		22 6.2	21* 6.2				18 5.2	5.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,870 8.0		4,900 5.7		3,520 4.1		3,090 3.6		7,130 8.3				5,500 6.4			
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,840 6.8		4,210 4.9		3,010 3.5		2,580 3.0		5,500 6.4	6.2*		6.7*	4,210 4.9	5.0*		4.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	29 6.6		20 4.9		13 3.5	3.6	11 3.0	3.0	22 6.0	22* 6.4		23* 6.6	17 5.0	18* 4.8	17* 4.8	17* 4.8
TV HOUSEHOLDS USING TV		WK. 1	21.0	21.6	21.5	22.4	24.3	25.7	25.7	26.0	26.6	27.2	27.0	27.2	26.6	26.6	26.3	27.3
(See Def. 1)		WK. 2	23.6	24.5	24.5	25.1	26.5	27.7	27.2	27.5	28.4	29.4	29.4	29.6	28.5	28.6	28.1	28.6

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT. 23-27, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT. 16-20, 1985

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45			
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)	{	9,620 11.2																9,790 11.4	
		GENERAL HOSPITAL																			
		AVERAGE AUDIENCE (Households (000) & %)	{	7,560 8.8	8.5*		9.2*											8,420 9.8			
		SHARE OF AUDIENCE %	{	30	30 *		31 *											21			
		AVG. AUD. BY ¼ HR.	%	8.2	8.8	9.3	9.1											9.7 9.8			
CBS TV	TOTAL AUDIENCE (Households (000) & %)	{	7,220 8.4											1,980 2.3							10,820 12.6
	GUIDING LIGHT (SD) BODY LANGUAGE																				
	AVERAGE AUDIENCE (Households (000) & %)	{	5,760 6.7	6.5*		6.9*	1,630 1.9							9,360 10.9							
	SHARE OF AUDIENCE %	{	23	23 *		23 *	6							23							
	AVG. AUD. BY ¼ HR.	%	6.4	6.7	6.9	6.9	1.8 1.9							10.8 10.9							
NBC TV	TOTAL AUDIENCE (Households (000) & %)	{	4,300 5.0																	9,880 11.5	
	SANTA BARBARA																				
	AVERAGE AUDIENCE (Households (000) & %)	{	3,260 3.8	3.7*		3.8*							8,590 10.0								
	SHARE OF AUDIENCE %	{	13	13 *		13 *							21								
	AVG. AUD. BY ¼ HR.	%	3.7	3.7	3.7	4.0							9.9 10.0								
ABC TV	TOTAL AUDIENCE (Households (000) & %)	{	9,620 11.2																	11,250 13.1	
	GENERAL HOSPITAL																				
	AVERAGE AUDIENCE (Households (000) & %)	{	7,560 8.8	8.6*		9.0*							9,450 11.0								
	SHARE OF AUDIENCE %	{	28	28 *		28 *							21								
	AVG. AUD. BY ¼ HR.	%	8.3	8.9	9.2	8.9							11.0 11.0								
CBS TV	TOTAL AUDIENCE (Households (000) & %)	{	7,130 8.3											2,230 2.6							13,230 15.4
	GUIDING LIGHT (SD) BODY LANGUAGE																				
	AVERAGE AUDIENCE (Households (000) & %)	{	5,670 6.6	6.4*		6.8*	1,800 2.1							11,170 13.0							
	SHARE OF AUDIENCE %	{	21	21 *		21 *	7							24							
	AVG. AUD. BY ¼ HR.	%	6.3	6.6	6.8	6.7	2.0 2.1							13.1 12.9							
NBC TV	TOTAL AUDIENCE (Households (000) & %)	{	4,380 5.1																	11,170 13.0	
	SANTA BARBARA (S) (OP)																				
	AVERAGE AUDIENCE (Households (000) & %)	{	3,260 3.8	3.7*		3.9*							9,620 11.2								
	SHARE OF AUDIENCE %	{	12	12 *		12 *							21								
	AVG. AUD. BY ¼ HR.	%	3.7	3.7	3.8	4.0							11.1 11.4								
TV HOUSEHOLDS USING TV			WK. 1	28.0	29.2	30.1	31.1	30.2	31.5	33.0	34.5	36.1	37.9	39.0	40.9	43.8	45.9	47.0	48.1		
(See Def. 1)			WK. 2	29.5	30.9	31.9	32.8	32.1	33.0	34.2	36.8	38.5	40.4	42.3	44.4	47.7	49.8	51.9	53.7		

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT. 23-27, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 21, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					3,950 4.6		5,330 6.2		5,500 6.4		5,500 6.4		4,550 5.3		3,690 4.3	
	ABC TV						BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		EWOKS		DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)		13 GHOSTS OF SCOOBY-DOO	
	AVERAGE AUDIENCE (Households (000) & %)	{					3,090 3.6		4,210 4.9		4,380 5.1		4,470 5.2		3,690 4.3		2,920 3.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 3.0	4.1	24 4.8	5.1	20 5.0	5.2	19 4.8	5.5	16 4.4	4.3	12 3.3	3.6
E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					3,440 4.0		4,380 5.1		6,440 7.5				6,790 7.9			
	CBS TV						BERENSTAIN BEARS (SD)		WUZZLES (SUS-SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING			
	AVERAGE AUDIENCE (Households (000) & %)	{					2,750 3.2		3,520 4.1		4,120 4.8	5.4*		4.1*	4,470 5.2	4.6*		5.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						20 2.8	3.6	20 3.7	4.4	18 5.3	21* 5.6	15* 4.6	15* 3.7	19 4.5	17* 4.7	5.7	21* 5.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					3,440 4.0		4,900 5.7		7,390 8.6		9,620 11.2		9,530 11.1		8,160 9.5	
	NBC TV						SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,750 3.2		3,870 4.5		5,670 6.6		7,990 9.3		8,160 9.5		6,700 7.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						20 2.6	3.7	22 4.3	4.7	25 6.0	7.2	34 8.9	9.7	35 9.6	9.4	28 7.9	7.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					2,580 3.0		4,550 5.3		5,760 6.7		5,500 6.4		5,500 6.4		4,810 5.6	
	ABC TV						BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		EWOKS		DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)		13 GHOSTS OF SCOOBY-DOO	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,060 2.4		3,520 4.1		4,640 5.4		4,380 5.1		4,550 5.3		4,210 4.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						16 2.1	2.7	20 3.5	4.6	21 5.4	5.5	18 5.1	5.1	19 5.2	5.3	18 4.7	5.2
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					4,120 4.8		4,980 5.8		6,790 7.9				7,040 8.2			
	CBS TV						BERENSTAIN BEARS (SD)		WUZZLES (SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING			
	AVERAGE AUDIENCE (Households (000) & %)	{					2,920 3.4		4,120 4.8		4,380 5.1	5.4*		4.7*	4,380 5.1	4.6*		5.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 3.0	3.8	23 4.6	4.9	19 5.1	21* 5.7	17* 5.0	17* 4.5	18 4.3	16* 4.9	6.0	20* 5.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					3,350 3.9		4,980 5.8		7,220 8.4		9,190 10.7		8,160 9.5		6,960 8.1	
	NBC TV						SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,490 2.9		4,120 4.8		6,100 7.1		7,470 8.7		7,130 8.3		5,760 6.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						20 2.5	3.4	23 4.3	5.2	28 6.6	7.5	32 8.7	8.7	30 8.7	7.9	24 6.5	6.8
TV HOUSEHOLDS USING TV		WK. 1	7.6	9.5	11.0	13.7	16.8	19.9	21.2	23.1	25.7	27.3	27.8	28.0	27.4	27.7	27.6	28.2
(See Def. 1)		WK. 2	6.1	7.5	9.4	12.3	15.1	17.9	21.0	23.0	25.0	27.1	27.7	27.9	27.7	28.1	27.7	27.5

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SAT. SEPT. 28, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 21, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,780 4.4		3,950 4.6		4,120 4.8		4,210 4.9								
	ABC TV		SCOOBY'S MYSTERY FURNHOUSE (SD)		LITTLES		ABC WEEKEND SPECIALS THE RETURN OF BUNJEE, PT. 1		AMERICAN BANDSTAND								
	AVERAGE AUDIENCE (Households (000) & %)	{	3,180 3.7		3,440 4.0		3,260 3.8		2,230 2.6		2.7*		2.4*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	13 3.5	3.8	14 3.9	4.1	13 3.7	3.8	8 2.7	9* 2.8		8* 2.5		2.4			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,840 6.8		4,980 5.8		4,300 5.0		3,520 4.1		4,120 4.8		2,920 3.4				
	CBS TV		CBS STORYBREAK		DUNGEONS AND DRAGONS (SD)		LAND OF THE LOST (SD)		CHARLIE BROWN/SNOOPY SHOW (SD)		GET ALONG GANG (SD)		POLE POSITION				
	AVERAGE AUDIENCE (Households (000) & %)	{	4,810 5.6		4,210 4.9		3,440 4.0		2,830 3.3		3,180 3.7		2,410 2.8				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	20 5.3	5.8	18 4.9	4.8	13 4.0	4.1	11 3.4	3.2	12 3.5	3.8	9 2.6	3.0			
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	6,790 7.9		5,930 6.9		3,690 4.3		2,660 3.1		4,300 5.0	13,660 15.9					
	NBC TV		ALVIN AND THE CHIPMUNKS (SD)		KIDD VIDEO (SD)		MR. T		SPIDERMAN AND FRIENDS		(1) (-OP)		NBC MAJOR LEAGUE BASEBALL PITTSBURGH VS N.Y. METS MONTREAL VS ST. LOUIS MULTI-SEGMENT TELECAST(OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{	5,930 6.9		4,900 5.7		3,010 3.5		2,230 2.6		3,950 4.6	5,150 6.0		5.4*		5.7*	6.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	25 6.9	6.8	21 5.8	5.6	14 3.4	3.7	9 2.6	2.7	15 4.6	19 4.4		5.2	5.4	6.0	6.6
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	5,330 6.2		4,300 5.0		4,300 5.0		3,780 4.4				5,840 6.8				
	ABC TV		SCOOBY'S MYSTERY FURNHOUSE (SD)		LITTLES		ABC WEEKEND SPECIALS THE RETURN OF BUNJEE, PT. 2		AMERICAN BANDSTAND				ABC WIDE WORLD SPORTS SP.				
	AVERAGE AUDIENCE (Households (000) & %)	{	4,300 5.0		3,520 4.1		3,350 3.9		1,720 2.0		2,750 3.2		2.9*		3.9*		2.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	18 5.3	4.6	15 4.0	4.2	15 3.8	4.0	7 2.2	7* 1.8	11 2.1	10* 2.6	13* 3.1	3.7	4.0	3.2	2.7
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	4,300 5.0		4,210 4.9		3,090 3.6		3,690 4.3		4,120 4.8		3,090 3.6				
	CBS TV		CBS STORYBREAK		DUNGEONS AND DRAGONS (SD)		LAND OF THE LOST (SD)		CHARLIE BROWN/SNOOPY SHOW (SD)		GET ALONG GANG (SD)		POLE POSITION				
	AVERAGE AUDIENCE (Households (000) & %)	{	3,350 3.9		3,520 4.1		2,410 2.8		3,010 3.5		3,520 4.1		2,230 2.6				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	14 3.9	3.9	15 4.1	4.2	10 2.7	2.9	12 3.3	3.6	14 3.9	9 4.3	9 2.6	2.6			
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	7,900 9.2		6,360 7.4		4,550 5.3		4,120 4.8								
	NBC TV		ALVIN AND THE CHIPMUNKS (SD)		KIDD VIDEO (SD)		MR. T										
	AVERAGE AUDIENCE (Households (000) & %)	{	6,790 7.9		5,240 6.1		3,780 4.4		3,260 3.8								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	28 7.8	8.0	22 6.4	5.7	16 4.3	4.6	13 3.5	4.0							
TV HOUSEHOLDS USING TV		WK. 1	27.9	28.1	27.8	28.6	29.3	29.8	30.1	30.0	29.6	30.2	31.0	30.8	30.9	31.8	31.1
(See Def. 1)		WK. 2	27.7	27.9	27.3	27.2	26.2	27.2	27.9	29.2	29.7	29.8	29.5	28.6	27.6	27.2	27.5

U.S. TV Households: 85,900,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:17PM)

For explanation of symbols, See page A.

DAY SAT. SEPT. 28, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 21, 1985

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,920 3.4	14,690 17.1													5,330 6.2	
	ABC TV		(1) (-OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{	2,150 2.5	5,150 6.0													4,120 4.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		8 2.5	17 4.8		5.5* 17 *		5.9* 18 *		5.8* 18 *		6.2* 18 *		6.7* 19 *		6.2* 16 *	12 4.7	5.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			16,490 19.2													
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{			4,810 5.6													
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				16 4.1	4.0* 12 *		4.2* 13 *		5.4* 16 *		5.2* 15 *		6.0* 17 *		7.0* 18 *	8.1 7.6	7.1* 17 *
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{															11,940 13.9	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		6.1 6.1	6.4* 20 *	6.6 6.6	6.5* 20 *		6.3* 19 *									12.0 11.7	12.3
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	2,830 3.3	15,200 17.7														
	ABC TV		(1) (-OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{	2,490 2.9	5,580 6.5														
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		10 2.9	18 3.8		5.8* 18 *		6.5* 19 *		6.8* 20 *		6.5* 19 *		6.8* 19 *		7.2* 18 *	6.6 7.1	6.4* 15 *
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{			16,410 19.1													
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{			4,900 5.7													
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				16 4.3	4.5* 14 *		4.8* 14 *		4.8* 14 *		5.3* 15 *		5.7* 16 *		6.3* 16 *	6.8 6.6	7.3* 17 *
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	3,950 4.6	11,680 13.6													10,310 12.0	
	NBC TV		(2) (-OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{	3,610 4.2	3,950 4.6														
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		15 4.2	14 4.5		4.5* 14 *		4.6* 14 *		4.4* 13 *		4.3* 12 *		4.7* 13 *			9.3 9.3	10.4
TV HOUSEHOLDS USING TV			WK. 1	31.9	32.9	33.6	34.5	33.9	34.0	33.4	33.8	35.3	36.2	37.5	38.9	41.1	42.5	43.6
(See Def. 1)			WK. 2	29.7	31.5	32.1	33.4	34.3	34.5	34.4	34.9	36.5	37.0	37.6	39.4	42.5	44.1	45.2

U.S. TV Households: 85,900,000

(1) CFA COLLEGE FOOTBALL-PRE, ABC, (3:00-3:23PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, MULTI-SEGMENT TEL

For explanation of symbols, See page A.

DAY SAT. SEPT. 28, 1985

DAY SUN. SEPT. 22, 1985

		WEEKEND TV HOUSEHOLDS USING TV																
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
E	TOTAL AUDIENCE (Households (000) & %)									6,790 7.9	SUNDAY MORNING						2,660 3.1	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)									3,870 4.5	4.2*		4.8*		4.5*	2,230 2.6		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %									20 3.6	20* 4.8		22* 4.6		19* 4.4	9 2.6	2.5	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
E	TOTAL AUDIENCE (Households (000) & %)									7,390 8.6	SUNDAY MORNING						3,180 3.7	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)									4,210 4.9	4.3*		5.5*		4.9*	2,410 2.8		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %									20 3.9	20* 4.8		22* 5.3		18* 5.1	10 4.7	2.8	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	4.9	6.4	7.3	9.6	12.9	15.1	17.6	19.9	21.1	23.0	22.8	23.9	24.6	26.1	27.2	27.8
		WK. 2	5.9	6.9	8.1	9.8	12.7	15.4	17.3	18.7	21.3	24.1	26.1	26.1	27.0	28.0	27.8	28.4

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SUN. SEPT. 29, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT.22, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			4,810 5.6				1,120 1.3						6,700 7.8			
	ABC TV			← THIS WEEK-DAVID BRINKLEY →				SPORTSBEAT						← ABC SUNDAY AFTERNOON BSBL — PITTSBURGH VS N.Y. METS MONTREAL VS ST. LOUIS MULTI-SEGMENT TELECAST			
	AVERAGE AUDIENCE (Households (000) & %)			3,090 3.6				600 .7						2,060 2.4			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			10 3.7	11 * 3.6		10 * 3.5	2 3.6	.5	.9				6 2.2	6 * 2.4	2.1 * 2.1	5 * 2.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)							6,960 8.1		23,280 27.1							
	CBS TV							CBS NFL TODAY		← CBS NFL FOOTBALL GAME 1 — VARIOUS TEAMS AND TIMES— MULTI-SEGMENT TELECAST							
	AVERAGE AUDIENCE (Households (000) & %)							5,070 5.9		9,790 11.4							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %							19 5.5	6.2	29 8.8	9.4 * 10.0	27 * 11.1	11.3 * 11.5	12.3	12.4 * 12.4	10.8	10.7 * 10.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					2,320 2.7		6,530 7.6		24,910 29.0							
	NBC TV					MEET THE PRESS		NFL '85-NBC		← NFL FOOTBALL GAME 1-NBC — VARIOUS TEAMS AND TIMES— MULTI-SEGMENT TELECAST							
	AVERAGE AUDIENCE (Households (000) & %)					1,630 1.9		4,550 5.3		11,600 13.5							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					7 2.1	1.7	17 4.9	5.7	34 9.3	10.4 * 11.2	30 * 12.8	13.0 * 13.2	13.7	13.3 * 12.8	13.7	14.3 * 15.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			4,900 5.7										5,150 6.0			
	ABC TV			← THIS WEEK-DAVID BRINKLEY →										← ABC SUNDAY AFTERNOON BSBL — KANSAS CITY VS MINNESOTA (2:00-5:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)			3,090 3.6										1,800 2.1			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			10 3.1	9 * 3.1		11 * 4.0	11 * 4.2						5 1.7	4 * 1.4	5 * 2.0	5 * 2.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)							8,420 9.8		27,830 32.4							
	CBS TV							CBS NFL TODAY		← CBS NFL FOOTBALL GAME 1 — VARIOUS TEAMS AND TIMES— MULTI-SEGMENT TELECAST							
	AVERAGE AUDIENCE (Households (000) & %)							6,180 7.2		14,770 17.2							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %							22 6.3	8.0	43 13.1	14.1 * 15.1	39 * 16.2	16.7 * 17.0	17.7	17.6 * 17.6	16.3	17.1 * 17.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,410 2.8		5,150 6.0		15,890 18.5							
	NBC TV					MEET THE PRESS		NFL '85-NBC		← NFL FOOTBALL GAME 1-NBC — L.A. RAIDERS VS NEW ENGLAND SEATTLE VS KANSAS MULTI-SEGMENT TELECAST							
	AVERAGE AUDIENCE (Households (000) & %)					1,720 2.0		3,870 4.5		6,180 7.2							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					7 2.0	2.0	14 4.0	4.9	18 5.3	5.7 * 6.2	16 * 6.6	6.6 * 6.7	7.0	6.9 * 6.9	6.7	6.9 * 7.0
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	29.0	29.4	30.6	31.1	31.5	31.5	33.1	33.7	34.9	36.4	38.1	39.1	40.9	41.6	40.6
		WK. 2	29.0	29.6	30.7	31.3	31.9	32.7	33.7	36.1	37.1	38.5	38.8	40.0	39.1	39.5	40.3

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SUN. SEPT.29, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 22, 1985

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)																7,130 8.3
	ABC TV	ABC SUNDAY AFTERNOON BSBL PITTSBURGH VS N.Y. METS MONTREAL VS ST. LOUIS MULTI-SEGMENT TELECAST															ABC WRD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)		2.2*		2.4*		2.6*		2.6*							5,930	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	2.0	5 *	2.3	6 *	2.6	6 *	2.7	6 *	2.2	<<	<<				6.9 14	7.3
E K 2	TOTAL AUDIENCE (Households (000) & %)																22,760 26.5
	CBS TV	CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST(-OP)															CBS NFL FOOTBALL GAME 2 SAN FRANCISCO VS L.A. RAIDERS (4:22-7:17PM)(OP)
	AVERAGE AUDIENCE (Households (000) & %)		12.0*		12.7*		10,740		11.5*		13.0*		12.8*		12.8*		12.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	11.8	29 *	12.7	30 *	7.8	27	11.0	27 *	13.3	29 *	12.5	28 *	13.0	26 *	12.4	24 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)																4,300 5.0
	NBC TV	NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST(-OP)															(1) (OP)
	AVERAGE AUDIENCE (Households (000) & %)		14.9*		14.8*		4,120									5,150	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	15.0	36 *	15.0	35 *	4.9	11	4.2								6.0 12	6.2
W E K 2	TOTAL AUDIENCE (Households (000) & %)																5,500 6.4
	ABC TV	ABC SUNDAY AFTERNOON BSBL KANSAS CITY VS MINNESOTA (2:00-5:00PM)															ABC WRD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)		2.0*		2.0*		2.3*		2.6*							4,640	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	1.9	5 *	2.2	5 *	2.2	5 *	2.6	6 *	2.6						5.4 11	5.6
E K 2	TOTAL AUDIENCE (Households (000) & %)																9,360 10.9
	CBS TV	CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST(-OP)															CBS NFL FOOTBALL POST MULTI-SEGMENT TELECAST(OP)
	AVERAGE AUDIENCE (Households (000) & %)		18.4*		18.9*		7,560		8.8							6,360	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	18.5	44 *	18.5	44 *	17.0	21	9.7	21	7.0	<<					7.4 15	7.7
W E K 2	TOTAL AUDIENCE (Households (000) & %)																24,400 28.4
	NBC TV	NFL FOOTBALL GAME 1-NBC L.A. RAIDERS VS NEW ENGLAND SEATTLE VS KANSAS MULTI-SEGMENT TELECAST(-OP)															NFL FOOTBALL GAME 2-NBC VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST(OP)
	AVERAGE AUDIENCE (Households (000) & %)		8.0*		8.3*		13,060		13.2*		15.8*		15.8*		15.8*		15.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	7.8	19 *	8.1	19 *	8.1	33	12.3	31 *	14.1	15.5	16.0	15.9	15.6	15.8	15.7	15.1
TV HOUSEHOLDS USING TV		WK. 1	41.8	42.6	43.6	44.0	44.0	43.2	42.8	43.1	44.1	45.5	45.8	46.7	48.5	50.4	51.6
(See Def. 1)		WK. 2	41.3	42.1	42.9	43.1	43.7	42.9	43.2	43.1	43.1	44.1	44.1	44.8	47.5	48.9	49.9

U.S. TV Households: 85,900,000

(1) NFL FOOTBALL POST-NBC, NBC, (4:05-4:20PM)

For explanation of symbols, See page A.

DAY SUN. SEPT. 29, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2											
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS						
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %								
EVENING MONDAY																							
ABC ABC NEWSBRIEF-MON		8.58- 8.59PM	8.45	8,500	9.9	8,500	9.9	16	9.9			10,910	12.7	10,910	12.7	19	12.7						
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.11AM	9.00	30,410	35.4	15,550	18.1	31	<<			30,320	35.3	15,290	17.8	29	<<						
	2	9.00-12.09AM	9.00																				
			11.00						16.1								17.1						
			11.15				15.7*	30*	15.3						16.8*	31*	16.5						
			11.30						16.6								17.7						
			11.45					16.1*	15.6						17.6*	38*	17.6						
			12.00				15.1*	37*	15.1						15.6*	40*	15.6						
ABC ABC BUSINESS BRIEF-MON	1	10.48-10.49PM	10.45	14,430	16.8	14,430	16.8	29	16.8														
CBS AMERICAN PORTRAIT SUS(SUS)	1	8.58- 8.59PM	8.45																				
EVENING TUESDAY																							
ABC ABC NEWSBRIEF-TUE	2	9.58- 9.59PM	9.45									11,770	13.7	11,770	13.7	21	13.7						
	1	10.03-10.04PM	10.00	13,830	16.1	13,830	16.1	27	16.1														
CBS CBS TUESDAY NIGHT MOVIES	1	8.39-10.39PM	-GRID 10.30	18,810	21.9	9,020	10.5	17															
							12.1*	21*	12.1														
CBS WEST 57TH	1	10.39-11.39PM	-GRID 11.00	15,380	17.9	8,590	10.0	21															
			11.15				10.2*	22*	10.6														
			11.30				9.7*	25*	9.7														
NBC REMINGTON STEELE																							
	1	10.30-11.30PM	-GRID 11.00 11.15	17,270	20.1	12,200	14.2	28	15.2														
							14.7*	32*	14.3														
EVENING WEDNESDAY																							
ABC ABC BUSINESS BRIEF-WED	2	8.58- 8.59PM	8.45									16,660	19.4	16,660	19.4	30	19.4						
ABC ABC NEWSBRIEF-WED	2	9.58- 9.59PM	9.45									19,330	22.5	19,330	22.5	33	22.5						
CBS AMERICAN PORTRAIT SUS(SUS)	2	8.58- 8.59PM	8.45																				
CBS AMERICAN PORTRAIT-SUS(SUS)	1	8.58- 8.59PM	8.45																				
EVENING THURSDAY																							
ABC ABC NFL FTBL SPECIAL-THU(S)	1	8.00-11.17PM	8.00 11.00 11.15	27,320	31.8	13,140	15.3	26	<<														
							16.5*	30*	15.7														
ABC ABC NEWSBRIEF-THU	1	9.42- 9.43PM	9.30	11,340	13.2	11,340	13.2	21	13.2														
	2	9.58- 9.59PM	9.45									8,930	10.4	8,930	10.4	16	10.4						
EVENING FRIDAY																							
ABC ABC BUSINESS BRIEF-FRI	1	8.13- 8.14PM	8.00	10,570	12.3	10,570	12.3	23	12.3														
	2	8.40- 8.41PM	8.30									8,680	10.1	8,680	10.1	17	10.1						
ABC ABC NEWSBRIEF-FRI	1	9.43- 9.44PM	9.30	10,910	12.7	10,910	12.7	21	12.7														
	2	9.58- 9.59PM	9.45									5,930	6.9	5,930	6.9	11	6.9						
CBS AMERICAN PORTRAIT-SUS.(SUS)		8.58- 8.59PM	8.45																				
EVENING SATURDAY																							
ABC ABC SPORTS UPDATE -SAT	1	8.59- 9.00PM	8.45	10,480	12.2	10,480	12.2	22	12.2														
	2	8.57- 8.59PM	8.45									7,820	9.1	7,220	8.4	14	8.4						

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY	WK	TIME	QUARTER	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE-CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE-CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING SATURDAY-CONT'D																			
ABC ABC NEWSBRIEF-SAT.	2	9.58- 9.59PM	9.45								9,880	11.5	9,880	11.5	19	11.5			
	1	10.00-10.01PM	10.00	11,250	13.1	11,250	13.1	23	13.1										
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	6,790	7.9	6,790	7.9	14	7.9		10,390	12.1	10,390	12.1	21	12.1			
CBS NEWSBREAK-SAT.	1	9.53- 9.54PM	9.45	5,150	6.0	5,150	6.0	11	6.0		10,820	12.6	10,820	12.6	21	12.6			
	2	9.58- 9.59PM	9.45								11,940	13.9	11,940	13.9	24	13.9			
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	12,970	15.1	12,970	15.1	27	15.1		9,960	11.6	9,960	11.6	20	11.6			
NBC NBC NEWS DIGEST-2-SAT.	2	9.58- 9.59PM	9.45																
EVENING SUNDAY																			
ABC ABC SPORTS UPDATE-SUN	2	8.29- 8.30PM	8.15								8,420	9.8	8,420	9.8	15	9.8			
	1	9.09- 9.10PM	9.00	15,290	17.8	15,290	17.8	26	17.8										
ABC ABC NEWSBRIEF-SUN.	2	9.57- 9.58PM	9.45								12,800	14.9	12,800	14.9	22	14.9			
	1	10.11-10.13PM	10.00	15,030	17.5	14,690	17.1	26	17.1										
CBS CBS NFL FOOTBALL GAME 2	1	4.22- 7.17PM	-GRID 7.15	22,760	26.5	10,740	12.5	27											
							13.5*	26*	13.1										
CBS 60 MINUTES	1	7.17- 8.17PM	-GRID 8.15	24,570	28.6	16,660	19.4	33											
							20.5*	33*	17.5										
CBS MURDER, SHE WROTE	1	8.17- 9.17PM	-GRID 9.15	15,550	18.1	11,170	13.0	20											
							13.8*	20*	12.2										
CBS SPORTSBREAK-SUN	2	8.58- 8.59PM	8.45								21,050	24.5	21,050	24.5	36	24.5			
CBS CRAZY LIKE A FOX	1	9.17-10.17PM	-GRID 10.15	12,970	15.1	9,280	10.8	16											
							11.3*	17*	10.4										
CBS SPORTSBREAK-SUN	1	9.15- 9.16PM	9.15	9,620	11.2	9,620	11.2	16	11.2		18,380	21.4	18,380	21.4	31	21.4			
CBS NEWSBREAK-SUN.	2	9.56- 9.57PM	9.45																
	1	10.15-10.16PM	10.15	8,160	9.5	8,160	9.5	15	9.5										
CBS TRAPPER JOHN, M.D.	1	10.17-11.17PM	-GRID 11.15	12,890	15.0	9,280	10.8	19											
							11.3*	22*	10.0										
NBC NFL FOOTBALL GAME 2-NBC	2	4.27- 7.18PM	-GRID 7.15								24,400	28.4	13,060	15.2	33				
														16.2*	31*	16.0			
NBC NBC NEWS DIGEST-SUN	1	8.59- 9.00PM	8.45	7,730	9.0	7,730	9.0	13	9.0		11,000	12.8	11,000	12.8	19	12.8			
	2	8.58- 8.59PM	8.45																
NBC NBC NEWS DIGEST-2-SUN.	1	9.50- 9.51PM	9.45	9,710	11.3	9,710	11.3	17	11.3										
EVENING MONDAY-FRIDAY																			
ABC ABC NEWS:NIGHTLINE		>	11.30	6,270	7.3	5,150	6.0	16	6.5	TUWF	7,220	8.4	5,840	6.8	19	7.3	TU-F		
			11.45				6.0*	16*	5.5	TUWF				6.7*	18*	6.1	TU-F		
			12.00				6.2*	18*	5.0	TU & F				8.1*	26*	6.3	W&TH		
ABC ABC NEWS:NIGHTLINE THU(B)	1	12.02-12.33AM	12.00	6,360	7.4	5,240	6.1	22	6.4	THU.									
			12.15						6.0	THU.									
			12.30						5.2	THU.									
ABC ABC NEWS:NIGHTLINE WED(B)	1	12.00- 1.00AM	12.00	4,210	4.9	2,830	3.3	14	4.3	WED.									
			12.15				3.8*	14*	3.4	WED.									
			12.30						3.0	WED.									
			12.45				2.7*	14*	2.4	WED.									
ABC EYE ON HOLLYWOOD CONT'D		>	12.00	1,890	2.2	1,460	1.7	8	1.7	TU & F	1,630	1.9	1,370	1.6	7	1.8	TU-F		

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
ABC EYE ON HOLLYWOOD-CONT'D			12.15 12.30						1.6 1.5	TU & F TU & F							1.6 1.4	TU-F TU-F	
ABC ABC NEWS:NIGHTLINE-MON	1	12.55- 1.25AM	12.45	3,180	3.7	2,830	3.3	17	4.0	MON.		3,780	4.4	3,010	3.5	20	3.9	MON.	
	2	12.54- 1.24AM	12.45														3.6	MON.	
			1.00 1.15						3.4 2.9	MON. MON.							3.0	MON.	
CBS AMERICAN PORTRAIT		>	8.45 9.30	10,910	12.7	10,910	12.7	20	13.0 12.4	TU&TH TUE.		11,940	13.9	11,940	13.9	21	13.9	MTUTH	
CBS NEWSBREAK-M-F		>	9.45 10.30	9,110	10.6	9,110	10.6	17	10.9 9.1	M-F TUE.		12,030	14.0	12,630	14.7	22	13.9	M-F	
CBS CBS LATE NIGHT I	2	>	11.30 11.45 12.00 12.15 12.30 12.45 1.00									6,960	8.1	4,550	5.3 5.7*	18 16*	6.0 5.4 5.5	M-F M-TH M-F	
			(SUS)													5.3*	19*	5.2	M-F
	2	VARIOUS TIMES														4.4*	18*	5.1	M-F
																4.2*	19*	4.0	M-F
CBS LATE MOVIE I	1	>	11.30 11.45	6,180	7.2	3,950	4.6 5.1*	17 15*	5.2 5.0	M-F M-WTHF							4.2	FRI.	
			12.00 12.15 12.30 12.45 1.00 1.15 1.15						4.8 4.5 4.2	M-F M-F M-F									
	1	VARIOUS TIMES	(SUS)						3.9 3.9	M-F M-F									
CBS CBS LATE NIGHT II	2	>	12.30 12.45 1.00 1.15 1.30 1.45						3.1 2.9	TUE. TUE.		3,950	4.6	3,180	3.7 4.0*	21 21*	4.4 3.8	M-F M-TH	
			(SUS)													3.5	M-F		
	2	VARIOUS TIMES														3.4*	21*	3.2	M-F
																3.5	FRI.		
CBS LATE MOVIE II	1	>	12.30 12.45 1.00 1.15 1.30 1.45 2.00	3,520	4.1	2,490	2.9 3.8*	18 19*	3.8 3.9 3.0	M-F M-WTHF M-F									
			(SUS)						2.7 2.1	M-F TU-TH									
	1	VARIOUS TIMES							2.0*	15*									
									1.8 1.8	TU-TH TUE.									
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00 2.15	940	1.1	770	.9	10	.9 .8	MWTHSU MWTHSU		1,460	1.7	1,290	1.5	16	1.6 1.4	M-THSU M-THSU	
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	2.30 2.45	1,030	1.2	940	1.1	16	1.2 1.1	M-THSU M-THSU		1,460	1.7	1,290	1.5	20	1.5 1.4	M-THSU M-THSU	
CBS CBS NEWS NIGHTWATCH-3 CONT'D		3.00- 6.00AM	3.00	1,630	1.9	940	1.1	24	1.3	M-THSU		1,890	2.2	1,030	1.2	24	1.5	M-THSU	

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DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D			3.15					1.3* 22*	1.3	M-THSU							1.4	M-THSU	
CBS CBS NEWS NIGHTWATCH-3-CONT'D			3.30						1.3	M-THSU							1.3	M-THSU	
			3.45					1.3* 25*	1.3	M-THSU							1.3*	24*	1.2
			4.00						1.2	M-THSU							1.3	M-THSU	1.3
			4.15					1.2* 27*	1.1	M-THSU							1.3*	27*	1.3
			4.30						1.1	M-THSU							1.2	M-THSU	1.2
			4.45					1.1* 27*	1.0	M-THSU							1.2*	28*	1.2
			5.00						.9	M-THSU							1.2	M-THSU	1.2
			5.15					.8* 20*	.7	M-THSU							1.2*	28*	1.1
			5.30						.8	M-THSU							1.1	M-THSU	1.1
			5.45					.8* 19*	.8	M-THSU							1.0*	22*	1.0
NBC NBC NEWS DIGEST-M-F		>	8.45	10,820	12.6	10,820	12.6	20	12.1	M-F		12,280	14.3	12,280	14.3	22	14.2	M-F	
			9.00														14.8	TUE.	
			9.15						14.7	TUE.									
NBC NBC NEWS DIGEST-2-M-F	1	>	9.45	10,310	12.0	10,310	12.0	19	12.0	MWF		11,600	13.5	11,600	13.5	20	13.5	TU&TH	
	2	9.58- 9.59PM	9.45									10,220	11.9	6,270	7.3	22	8.8	M-F	
NBC TONIGHT SHOW		>	11.30	9,280	10.8	5,840	6.8	22	8.2	M-F							8.3*	22*	7.8
			11.45					7.8* 21*	7.5	MWTHF							8.3*	22*	7.8
			12.00						6.7	M-F							6.2*	22*	7.0
			12.15					6.2* 21*	5.7	M-F							6.2*	22*	5.6
			12.30						6.3	TUE.									
NBC DAVID LETTERMAN I		>	12.45					5.9* 28*	5.5	TUE.									
			12.30	3,520	4.1	3,010	3.5	18	3.8	M-TH		3,690	4.3	3,090	3.6	18	3.8	M-TH	
			12.45						3.2	MWTH							3.3	M-TH	
			1.00						3.8	TUE.									
			1.15						3.0	TUE.									
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	4,470	5.2	2,230	2.6	13	3.7	FRI.		4,900	5.7	2,490	2.9	15	4.3	FRI.	
			12.45					3.3* 13*	3.0	FRI.							3.8*	16*	3.3
			1.00						2.6	FRI.							3.1	FRI.	3.1
			1.15					2.5* 13*	2.4	FRI.							2.8*	14*	2.5
			1.30						2.3	FRI.							2.1*	14*	2.3
			1.45					2.1* 14*	1.8	FRI.							2.1*	14*	2.0
NBC DAVID LETTERMAN II		>	1.00	2,580	3.0	2,150	2.5	17	2.8	M-TH		2,660	3.1	2,150	2.5	16	2.8	M-TH	
			1.15						2.3	MWTH							2.3	M-TH	
			1.30						2.6	TUE.									
			1.45						2.1	TUE.									
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,720	2.0	1,460	1.7	21	1.7	M-F		1,800	2.1	1,720	2.0	22	2.0	M-F	
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,150	2.5	2,060	2.4	20	2.4	M-F		2,230	2.6	2,150	2.5	18	2.5	M-F	
ABC GOOD MORN AMER THU-730(B)	1	7.30- 7.49AM	7.30	3,610	4.2	3,260	3.8	19	3.8	THU.									
			7.45						3.8	THU.									
ABC ABC NEWS CONFERENCE(SUS)	1	10.00-10.49AM	10.00																
ABC ALL STAR BLITZ-FRI(B)	2	11.30-12.00NN	11.30									2,580	3.0	1,980	2.3	8	2.3	FRI.	
			11.45														2.3	FRI.	
ABC ABC DAYTIME NEWSBRIEF-M-F		2.58- 2.59PM	2.45	6,100	7.1	6,100	7.1	27	7.1	M-F		6,360	7.4	6,360	7.4	26	7.4	M-F	
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,550	1.8	1,200	1.4	15	1.3	M-F		1,890	2.2	1,460	1.7	17	1.6	M-F	
CONT'D																			

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DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
CBS CBS EARLY MORNING NEWS-CONT'D			6.45						1.5	M-F							1.8	M-F	
CBS CBS NEWS SP RPT-THURSDAY(SUS)	1	10.00-10.30AM	10.00							THU.									
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,240	6.1	5,070	5.9	27	5.9	M-F	5,410	6.3	5,240	6.1	25	6.1	M-F		
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,070	5.9	4,900	5.7	19	5.7	M-F	5,150	6.0	4,810	5.6	18	5.6	M-F		
NBC NBC NEWS AT SUNRISE	2	>	6.00								2,750	3.2	1,800	2.1	17	1.5	M-F		
			6.15													2.5	FRI.		
	1	6.30- 7.00AM	6.30	2,490	2.9	1,720	2.0	18	1.6	M-F						1.7	M-TH		
			6.45						2.4	M-F						2.6	M-TH		
NBC NBC NEWS SPL RPT-10:00AM(SUS)	1	10.00-10.51AM	10.00							THU.									
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,690	4.3	3,690	4.3	16	4.3	MWF	3,950	4.6	3,950	4.6	16	4.6	MWF		
NBC MAIN STREET(S)	2	4.00- 5.00PM	4.00								5,580	6.5	3,180	3.7	11	4.1	TUE.		
			4.15													3.8*	12*	3.5	TUE.
			4.30													3.5*	10*	3.4	TUE.
			4.45													3.6	TUE.		
DAY SATURDAY																			
ABC ABC FUN FIT-10:25AM		10.25-10.29AM	10.15	3,950	4.6	3,180	3.7	13	3.7		4,980	5.8	4,210	4.9	17	4.9			
ABC ABC FUN FIT-11:25AM		11.25-11.29AM	11.15	3,780	4.4	3,180	3.7	13	3.7		4,380	5.1	3,440	4.0	14	4.0			
ABC CFA COLLEGE FOOTBALL-PRE		3.00- 3.23PM	-GRID 3.15	2,920	3.4	2,150	2.5	8	2.6		2,830	3.3	2,490	2.9	10	3.0			
ABC CFA COLLEGE FOOTBALL GAME	1	3.23- 6.35PM	-GRID 6.30	14,690	17.1	5,150	6.0	17	4.8										
ABC CFA COLLEGE FOOTBALL POST	2	6.50- 7.00PM	6.45								3,440	4.0	3,440	4.0	9	4.0			
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,120	4.8	3,780	4.4	16	4.4		3,610	4.2	3,010	3.5	13	3.5			
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,690	4.3	3,090	3.6	12	3.6		2,580	3.0	2,230	2.6	9	2.6			
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	2,920	3.4	2,580	3.0	10	3.0		3,610	4.2	3,090	3.6	13	3.6			
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	3,350	3.9	3,350	3.9	13	3.9		3,950	4.6	3,610	4.2	15	4.2			
CBS CBS COLLEGE FOOTBALL PRE	1	3.30- 3.35PM	3.30	4,810	5.6	3,690	4.3	13	4.3										
	2	3.30- 3.38PM	3.30								5,410	6.3	4,210	4.9	16	4.8			
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	3,520	4.1	3,440	4.0	23	4.0		3,440	4.0	3,350	3.9	25	3.9			
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,720	5.5	4,300	5.0	23	5.0		5,240	6.1	4,980	5.8	27	5.8			
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	7,820	9.1	7,650	8.9	32	8.9		6,010	7.0	5,930	6.9	24	6.9			
NBC ONE TO GROW ON-11:28AM		11.28-11.30AM	11.15	6,270	7.3	5,930	6.9	25	6.9		6,960	8.1	6,700	7.8	28	7.8			
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	4,550	5.3	4,300	5.0	18	5.0		4,720	5.5	4,640	5.4	20	5.4			
NBC NBC MAJOR LEAGUE PRE GAME	1	1.00- 1.17PM	-GRID 1.15	4,300	5.0	3,950	4.6	15	4.5										
	2	3.00- 3.18PM	-GRID 3.15								3,950	4.6	3,610	4.2	15	4.1			
NBC NBC MAJOR LEAGUE BASEBALL	2	3.18- 6.06PM	-GRID 6.30								11,680	13.6	3,950	4.6	14	<<			

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				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
DAY SUNDAY	2	6.00- 6.30AM	6.00																
CBS FOR OUR TIMES(SUS)	1	1.00- 4.11PM	→GRID																
CBS CBS NFL FOOTBALL GAME 1	2	1.00- 4.14PM	→GRID 4.15	23,280	27.1	9,790	11.4	29					27,830	32.4	14,770	17.2	43	7.7	
								7.8*	18*	5.5									
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.08PM	→GRID	24,910	29.0	11,600	13.5	34					15,890	18.5	6,180	7.2	18		
	2	1.00- 4.23PM	→GRID 4.00 4.15					12.8*	29*	13.2 3.0						8.1*	19*	5.9	
					</														